

College Student

age: 18-22

residence: Columbia

education: High School/ College

occupation: misc jobs

marital status: single



I just want to grab my food and go!

They spend their day sleeping until 12, getting food, and going to class. After, they either party or sleep.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having a good grade in class

Needs

- Food
- Pass classes
- Sleep

Values

- Having Fun
- Socializing

Wants

- To not waste time
- Party
- more sleep

Fears

- Fail classes
- Spending too much time waiting