

PERSONA		
PROFILE	Location	Miami, FL
	Professional	College Sophmor, studying creative marketing, planning to obtian a Bachelors
	Education	In 2nd year of college
BEHAVIORS	Usage & Loyalty	PC/Mac to access class resources on Blackboard. Communicates with Professor via email or office hours.
	Attitude & Beliefs	She views Blackboard as a hassel and not very intuitive
	Lifestyle	Socially active but not obsded, prefers action to talk, expectx ease of use as baseline, watches 2 hours of tv via web & ipad apps, proficent across many digital devices
	Interests & Hobbies	Spends time with friends, going to resturants,hiking, working out at the gym
NEEDS	Usage Goals	She whats to be able to communicate with professor easier and find class resources easier.
	Emotional Goals/ Quote	"I want to be able to find class aaignment and contact professor easier "
	Motivations & Triggers	She cares about her friends, family, and wants to graduate with top honors