

Allison Wells

Major: Industrial Engineering || Age: 20 || Occupation: Full-time student



About

Allison is a third year industrial engineering student at Georgia Tech. She believes that while coursework and studying is important, college is a time to have some fun. Allison is devoted to her sorority and is a member of several clubs. She never wants to miss out on events, so she is constantly checking emails and various social media sites to make sure she always knows what's happening on campus. She likes to plan out everything in her planner a week in advance, so she needs a day or two to decide if she can attend an event without it conflicting with another event.

Behavioral Considerations

- Regularly checks her phone in between and during classes
- Likes to look ahead and see events happening in future weeks
- Interested in being at all the popular events on campus
- Relies mostly on Facebook and emails for event notifications because they're familiar
- Lives in her sorority house on campus with a car

Frustrations

- Feeling like she is constantly missing out on events she doesn't know about
- Has trouble getting the word out about events she plans for her sorority
- Doesn't know what the best way to quickly find out about events is (email? Facebook?)

Goals

- Make the most out of every day
- Get high attendance at charity events for her sorority
- Be able to monitor how many people will be attending events she is planning/attending