

Johnathan Wolfley

age: 21

residence: Columbia, SC

education: Current college student

occupation: Part time job

marital status: Single



I just want cheap drinks and to save money

Goes to class, does homework and studies, goes to work on somedays, parties on weekends

Comfort With Technology

INTERNET



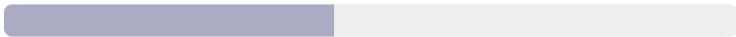
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Cost transparency
- Filtering options
- To find the best price

Values

- Affordability
- Accessibility
- Savings
- Convenience

Criteria For Success:

To find the best possible prices

Wants

- Delivery
- Giveaways

Fears

- High prices
- Privacy
- Technical glitches

John Long

age: 22

residence: Columbia, South Carolina

education: USC

occupation: Management internship

marital status: single



Go cocks, business student

He likes to go out and have a couple drinks with his friends at night.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Money management

Stress management

Needs

- Needs to save money.

Values

- Values respect.

Wants

- Wants to have a fun time and save money.

Fears

- Fears going broke.

Charles O'Connor

age: 21

residence: South Carolina

education: Student at University Of South Carolina

occupation: Full-Time Student, gets money from parents/summer job

marital status: Single



I love to hang out and have fun with my friends.

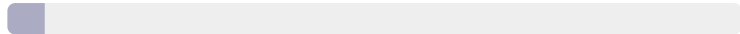
On the weekends I love going out with my friends and hate missing out. It does get expensive so I am trying to find ways I can afford to keep up and not miss out on anything.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- An easy to use app that can show Charles what places have cheap drinks in his area so he never misses out

Needs

- It to show him all the places close where he can get drinks for cheap

Values

- Values quality time with his friends

Wants

- Wants to find the cheapest option of drinks for him in his area

Fears

- Fears that drinks are going to be too expensive and cause him to miss out of going out with is friends

Bob

age: 45

residence: South Carolina

education: Graduated High School

occupation: Construction Manager

marital status: Single

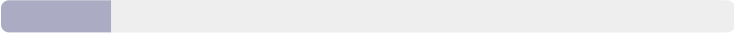


"Get 'er done"

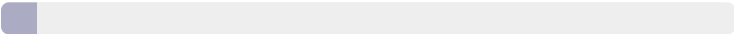
He likes to hang out with his work friends on the weekends and grab a few drinks.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Budgeting efficiently

Needs

- Support from friends
- Social contact

Values

- Likes saving money

Wants

- Relaxing in his time off
- Having a successful social life.

Fears

- Being broke
- Dying alone
- The endless abyss of death