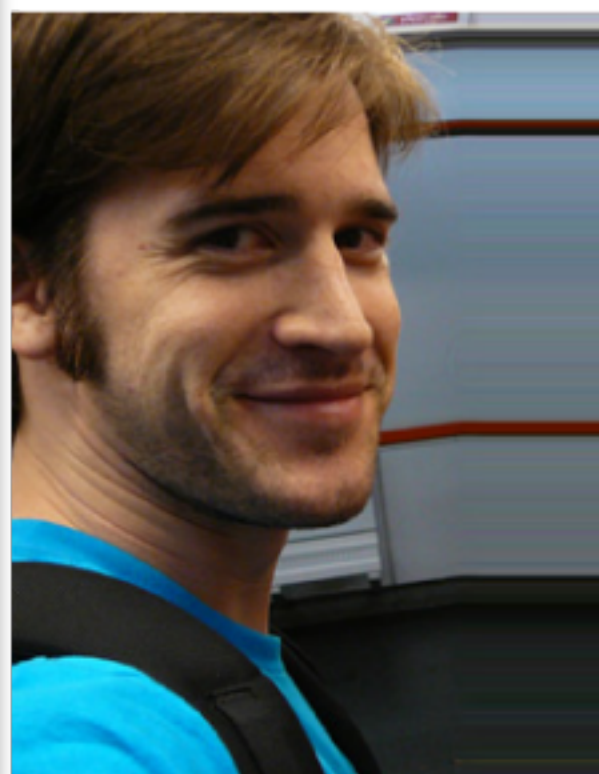


Luke Reynolds

He is a 20 year old boy born and raised in the city of Ann Arbor.



Goals

finding and being notified about events, socialize

Worries

barriers (time and distance)

User type

passive frequent

English Skills

Excellent

Outgoing

Good

Tech Saviness

Good

"Tell me about interesting events"

Luke went to Ann Arbor Huron High School and upon graduation, decided to go to University of Michigan. In his freshman and sophomore years he lived in the dorms but now lives at home because of the cost. However, living off campus forced Luke to make sacrifices to his social life. He now hangs out only with friends he made over the last two years. He likes meeting people and going to new places, but he has trouble making new friends and hanging out now since he does not have a car and it takes 45 minutes to walk to campus.

He took German in high school, but didn't really enjoy it. He's not really interested in learning foreign languages as a result. He is now studying anthropology and intends to apply for medical school upon graduation. He is really interested in photography and art, specifically

as it pertains to other cultures. He likes going on nature hikes to take pictures. On occasion, he goes to museums. When he's out with friends, he likes seeing arty movies and going out to the UM musicals and discussing opinions about them afterwards.

Luke is fine with technology and uses facebook and twitter all the time. He currently has an old second generation iPhone.

He wants to go to events but he always forgets where and when they are. He wishes he had something he could look at on his phone that could let him know about events that would interest him. He'd like a way for these events to sync with his google calendar.

Photography

Luke is planning to complete his 2011 calendar photo-shoot over fall break, which happens to be in a couple of days. He travelled to the west over the summer and now plans to cover some 'Nature' shots in and around Michigan itself.

He gathers his iPhone from his pocket and starts browsing the SocialU site. Once there, he checks for travel events happening on the weekend and sees that there is a group of Literature and Arts majors from UM planning to go to the Upper Peninsula for a road trip. The event is open for all UM students and perfectly fits Luke's schedule and will allow him to take lots of great pictures.

Luke also recognizes a friend of friend who is also going, and who he had met at a bar recently. Luke RSVP's for the event, and the site automatically adds the event to his Google calendar. The site summarizes the travel itinerary, specifies where and when he would be picked up and has a feature to remind him via an email.

Luke is satisfied with his experience using SocialU and now has plans to enjoy his fall break with a bunch of new friends while completing his pending work at the same time.

Scenario