

# John Smith, by Mark Soehner

age: 19

residence: Columbia, South Carolina

education: High School Degree

occupation: Student

marital status: Single



*"I am excited to attend the University of South Carolina"*

John Smith is a first year chemical engineering student at the University of South Carolina. He just graduated from his high school and is excited to start taking classes at the University. The school year has not started yet and John Smith is in the process of getting all of his documentation in order.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

John Smith needs to stay organized to be successful.

## Needs

- Stay organized
- To know when deadlines are
- To know when organizations have received things

## Wants

- An app that has all of his deadlines on it
- An easy way to upload all his documentation to the University

## Values

- Organization
- Efficiency

## Fears

- That the deadlines will creep up on him
- That his documentation will be lost

# Dillan Richards, by Ali Tehranie

age: 45

residence: SC

education: Bachelor's Degree

occupation: Accountant

marital status: Married



*"Honey, how do I turn on the Apple TV?"*

Dillan is a 45 year old man that graduated from the University of South Carolina with a Bachelor's Degree in Finance and a minor in Communications. Dillan now works for the University of South Carolina. Dillan is less than enthused about technology and software, and as an Accountant organization is key, and he does NOT have it; However, thanks to the world of Software, Dillan can become stress free-- once he learns how to use it!

## Comfort With Technology

INTERNET



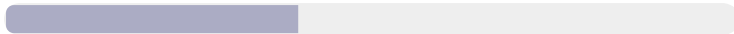
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Structure in filing his paperwork
- Uploading paperwork to PDF format so he doesn't lose it
- Organization

## Values

- Organization
- Being stress-free

## Criteria For Success:

An easy way to organize and upload documents

## Wants

- An easy to learn Drive to store his work
- A visible calendar so he knows what is due when

## Fears

- Fears he might be overwhelmed by the app
- Worries that his work could be deleted or stolen

# Tim Tat, By Reed Stephens

age: 21

residence: SC

education: High School Diploma

occupation: Student

marital status: Single

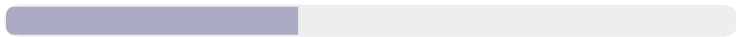


*"Life is to hard sometimes"*

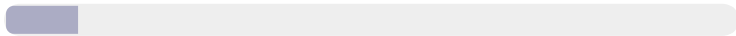
Tim Tat is a third-year art education student at the University of South Carolina. Tim Tat is trying to find a place to send all his documents to the University of South Carolina in the simplest way possible.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Tim needs to know all the deadlines to be able to succeed.

## Needs

- Everything organized
- Know Deadlines

## Values

- Plans ahead

## Wants

- Deadlines to be easily seen
- Simple website design

## Fears

- He doesn't want his documents lost
- He runs out of time to turn a document in
- The website is too complicated

# John Richards by Travis Shuler

age: 50

residence: Columbia, South Carolina

education: Bachelor's Degree

occupation: Engineer

marital status: Married with kids

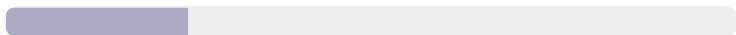


## "How does this work?"

John is 50 years old with a son who is getting ready to start at the University of South Carolina. Being an engineer, John values organization and wants to help his son succeed at college. To do this, John wants to help his son with sending in his essential documents.

### Comfort With Technology

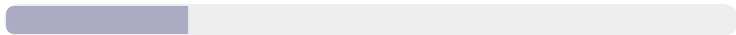
INTERNET



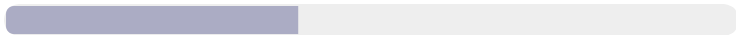
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

An organized and clear way to see deadlines.

### Needs

- Defined deadlines
- confirmation of receiving documents

### Values

- Organization
- Easy to see deadlines

### Wants

- A way to see if his son is meeting his deadlines
- A customizable interface that fits his needs

### Fears

- His son will not meet his deadlines