

Austin Nicolas

age: 19

residence: Columbia, South Carolina

education: College degree

occupation: Full-time student

marital status: Single



"C's get degrees!"

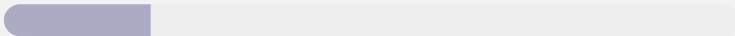
He wants to do well in his classes, but is forgetful. His attention is often taken by his friends and hobbies, and finds it easy to forget some parts of his schoolwork.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Avoid forgetting his day-to-day assignments.

Needs

- To do list
- Submission links

Values

- Completeness
- Timeliness

Wants

- Instructor contacts
- Reminder notifications

Fears

- Getting behind
- Being taken off-guard