

Larry Dumbell ... By: Ryan Daley

age: 20

residence: Columbia, South Carolina

education: Bachelors Degree in Business

occupation: Part-time Waiter

marital status: Single



"Who's going to carry the boats?"

Larry Dumbell is a typical college student. He has class during the week, he works a part time job during the weekend, and spends most of his free time studying. He also likes to exercise at the gym whenever he can.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Larry is a very productive person and does not like wasting time.

Values

- Productivity, efficiency, fitness, simplicity

Criteria For Success:

Larry likes to balance out his life and loves to be productive. There is rarely time in his day that is wasted.

Wants

- To be a successful student that also is very healthy. As well as a simple way to manage his time.

Fears

- Fears that he may not be the best version of himself if he does not efficiently spend his time.