

Emma Smith

age: 18-22

residence: Columbia, South Carolina

education: High School Diploma

occupation: Student

marital status: Single



"Being a commuter student can be so isolating, I feel left out of everything"

She drives around 25 to class every morning from her house, and during breaks between classes, she gets her homework done so she doesn't to worry about it t home.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A strong sense of belonging on campus, a feeling of community.

Needs

- A way to learn about on campus events, updated every day.
- A way to connect with other commuter students who also may feel isolated.

Wants

- Events that appeal to her specifically.
- A way to earn volunteer hours or credits.

Values

- Friendship
- Reliable information
- Community

Fears

- She's scared she won't make any friends and miss out on everything on campus.
- She's worried about not finding her place and community.



Sean Thomas

age: 22

residence: Lexington, SC

education: High School Graduate

occupation: Student at UofSC

marital status: Single



I love meeting new people!

Sean usually spends most of his day during the week at campus since he has to commute. In his free time he loves to play video games and spends a lot of time on the internet.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A better way to network with other students at college

Values

- Strong friendships
- Connections

Criteria For Success:

To be surrounded by likeminded and motivated people.

Wants

- More people to socialize with outside of school work
- To feel more connected with school life

Fears

- Not feeling secure and apart of school environment
- Feeling lost at campus

Alex Oslen

age: 21

residence: Lexington, South Carolina

education: High School Diploma

occupation: Student

marital status: Single



"I like to attend a lot of events but, I find it hard to keep up with timings"

Alex is trying to balance the hustle of a commuter's life, darting between classes, while striving to be as social as possible.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To find balance between college and his social society

Needs

- Event Calendar
- Notification System
- Personalized Profile
- Resource Locator

Values

- User-Friendly Interface
- Real-time Updates
- Personalization

Wants

- Integration with Class Schedules
- Virtual Campus Map
- Activity Feed
- Career Services Integration

Fears

- The design should avoid clutter and complexity.
- The application should prioritize user privacy and data security.
- The user experience should be optimized for mobile devices, ensuring responsiveness and speed.