

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.

Comfort With Technology

INTERNET



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

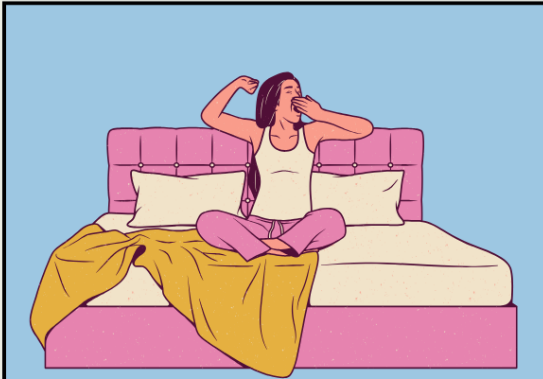
Fears

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

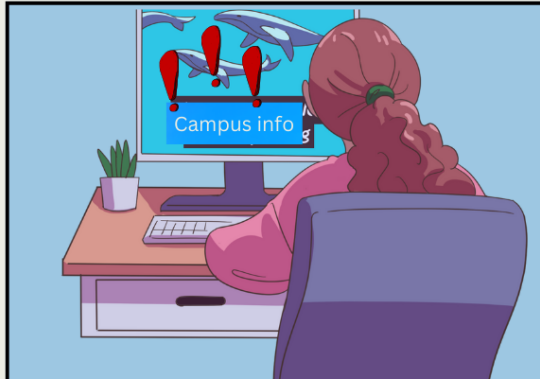
STORYBOARD

Persona: Sarah, a commuter student

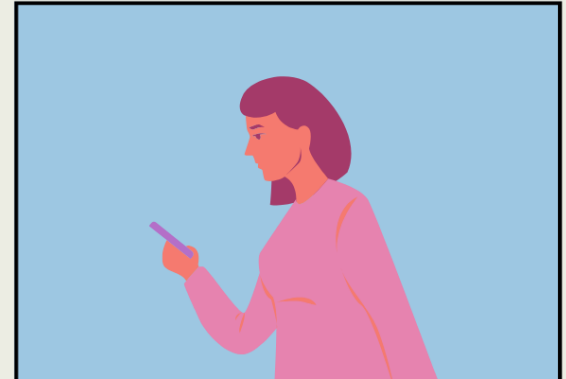
Scenario: Trying to find events on campus.



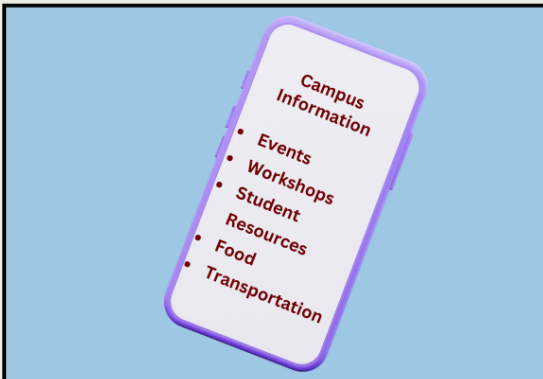
Meet Sarah, a commuter student, starting her day at home.



Sarah struggles to access campus information on her laptop from home.



Sarah decides to open the Campus Resources Application on her smartphone.



Sarah easily browses upcoming events, workshops, and resources through the app while still in her pajamas.



Sarah selects an event, adds it to her calendar, and receives notifications to remind her.



Sarah gets ready to leave for campus, well-prepared and excited for the day ahead, thanks to the app.

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.

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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