

John Johnson

age: 19

residence: South Carolina

education: college student

occupation: novice user

marital status: single



Can't stop losing my key!

Spend the day sleeping, doing homework, working out.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Organization

Needs

- Access to food
- Place to live
- Reliable income

Values

- Sleep
- Efficient lifestyle

Wants

- Consistent schedule
- Entrance to dorm

Fears

- Losing money
- Being locked out