

# Melem Toca by Nguyen Le

age: 24

residence: USA

education: Bachelor's degree

occupation: agricultural engineer

marital status: single



*work, work and work!*

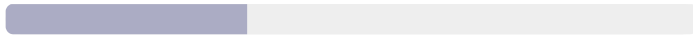
She mostly study for the whole day and don't care much about the people around

## Comfort With Technology

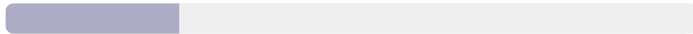
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- She need to know which college is good for her
- She need to know the campus so she will comfortable moving
- She need spend less time for find the way to study

## Values

- More time to study
- High education

## Criteria For Success:

She want to study as double as other because she start late than anyone

## Wants

- She wants thing to show which way she should go to class
- She wants study more about environment around the college

## Fears

- She got lost when go to class and missed it
- She don't understand much about college