

# Emily

age: 20

residence: South Carolina

education: High School

occupation: Student/ Tutor

marital status: Single



*A quote from to help define their voice and personality.*

Emily is passionate about technology and is pursuing a degree in Computer Science. She has an interest in AI and machine learning and spends a lot of her free time working on coding projects or learning new programming languages. She tutors first-year students to earn extra money and develop her teaching skills.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Effective time management tools
- Flexibility in her schedule to accommodate unexpected projects

## Values

- Efficiency
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## Criteria For Success:

Emily needs an organized schedule that allows time for both her studies and part-time tutoring work. She seeks a clear path to balancing her academic workload with extracurricular activities.

## Wants

- Quick access to campus resources
- Easy-to-use scheduling and communication tools for group projects

## Fears

- Falling behind in her studies due to time mismanagement
- Struggling to balance her personal projects with school requirements

# Maya

age: 21

residence: South Carolina

education: Senior, Graphic Design Major

occupation: Freelance Illustrator

marital status: In a relationship



*"Art is my way of seeing the world, and I want to make sure everyone else can see it too."*

Maya is a creative, visual thinker who balances freelance projects with a rigorous school schedule. She enjoys attending art galleries, working on digital design, and curating her online portfolio.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- A flexible course schedule that allows for creative work.

## Values

- Creativity, independence, and authenticity.

## Criteria For Success:

Maya wants to build a robust portfolio by graduation and network with professionals in the design industry.

## Wants

- Access to professional resources and mentorship opportunities.

## Fears

- Not standing out in the competitive design field.

# Ethan

age: 19

residence: South Carolina

education: Sophomore, Computer Science Major

occupation: Part-time IT support assistant

marital status: Single



*"The world runs on code—my job is to help write it."*

Ethan is a problem solver who spends most of his free time coding or participating in hackathons. He's driven by a passion for tech and innovation, always seeking out new tools and methods to refine his skills.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Course material that aligns with real-world software development.

## Values

- Innovation, efficiency, and knowledge.

## Criteria For Success:

Ethan aims to gain practical coding experience and land a high-impact internship at a tech company.

## Wants

- To improve his programming skills and build a professional network.

## Fears

- Falling behind in the fast-paced world of tech.