

John Smith

age: 18-22

residence: Columbia, SC

education: College

occupation: Student

marital status: Married, single, with kids, without



A quote from to help define their voice and personality.

Like to study and get the best grades possible. Overachiever.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An app that connects them to other students at The University of South Carolina.

Needs

- Access to study groups and on-campus events
- Easy to use app

Values

- Wants to get the best grades possible
- Prefers to study in groups with people

Wants

- Wants to be able to find study groups that take the same classes and are in the same major

Fears

- Not finding friends and groups to study with