

# Jake

age: 40-45

residence: South Carolina

education: Bachelor's Degree

occupation: High School Teacher

marital status: Single with kids



*"Hope is patience with the lamp lit"*

My daily life is teaching students about the world and in turn I am learning from my students

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

Being able to see that my students not just know what they are learning, but understand it what they are learning

## Needs

- Information that is available physically and electronically
- Financial stability for me and my family
- To continue my higher education for job advancement
- 
- 

## Values

- Truth
- Understanding
- Knowledge
- Empathy
- Trust
- 
- 

## Wants

- A nice home
- A wonderful job
- Comfortable life

## Fears

- Financial instability
- Not being able to teach
-

# Steven Hinderson by Thomas Crookes

age: 22

residence: Columbia, South Carolina

education: Senior

occupation: No current job, full-time student

marital status: In a serious relationship



*"Incredible change happens in your life when you decide to take control of what you have power over instead of craving control over what you don't" - Steve Maraboli*

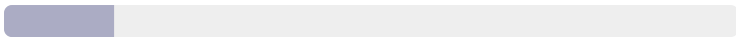
Steven is an active, balanced individual who enjoys working out, going out to the nearby restaurants and bars. He is in a very committed relationship with his girlfriend and hopes to be able to support her following my graduation.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Steven hopes to save more money in college in order to start a more serious life with his girlfriend after college

## Needs

- Needs be able to regulate his spending regarding college expenditures
- Wants a better understanding as to

## Values

- Time management
- Organization
- Balanced lifestyle

## Wants

- To provide for his girlfriend after college
- To save some of his earned finances for when he leaves the university

## Fears

- Obtaining financial debt following his departure from college
- Steven fears that he overspends in his life and that much of his spending can be exempted from his daily lifestyle.

# Liz Edmon by Lauren Hadlow

age: 18

residence: Columbia, SC

education: High School

occupation: Getting a degree in Art History

marital status: Single



*"Irresponsible with my money"*

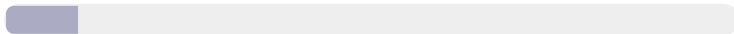
Liz is a freshman in college who has just been sent out on her own. She is studying art history with a French minor. In her free time she enjoys spending it with friends on campus and being involved with dance marathon.

## Comfort With Technology

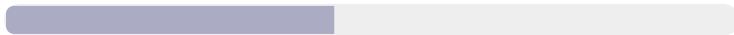
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Liz feels as though she is prepared when she understands what is required of her and knows what resources are there to help her. She is focused on her school work.

## Needs

- To not spend all of her money
- To learn how to budget
- To understand where her money is going

## Values

- Helping others
- Learning and understanding
- Consistency

## Wants

- A way to easily track her spending
- To have fun on campus

## Fears

- Not understanding the app
- Wasting all her money

# Gerald Barlow

age: 22

residence: Sumter, SC

education: High School Diploma

occupation: Working towards undergraduate degree in software engineering.

marital status: Single



*"Just taking things as they come" (Created by Hudson Hok)*

Gerald likes to wake up at 8am in the morning with a boost of energy which he finds through coffee. He believes a good start to the day is a grande latte with 4 shots of espresso and a several pumps of vanilla syrup. With that, he attends classes from morning till the afternoon. Then after he finishes classes, he enjoys going out with his friends for a fun time at the arcade where he spends a fair bit of his paycheck that he earns working on the weekends at a local bar. Afterward, he invites his friends for drinks on him at the bar before leaving back home, grabbing another coffee and a small meal to go for dinner. From then until late evening he works on school assignments and does his nightly routine of showering, brushing his teeth, and going to bed.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Work, academics

## Needs

- Budgeting
- Coffee

## Values

- Time management
- Generosity
- Fun

## Wants

- Fun with friends
- Arcade games
- Successful academic career

## Fears

- Gerald fears that his untracked spending may pose an issue financially. Though he has a part-time job, most of his earnings are put towards monthly rent along with food and gas.