



Grace Arnold by Tracy Zheng

| | |
|------------|-------------|
| Age | 19 |
| Location | US |
| Education | High School |
| Occupation | Student |

Bio

A business student at UofSC majoring in Finance and Supply Chain. I am part of a business fraternity and many student clubs. In my free time, I enjoy hanging out with my friends, going out to explore new places, partying, and playing with my dog.

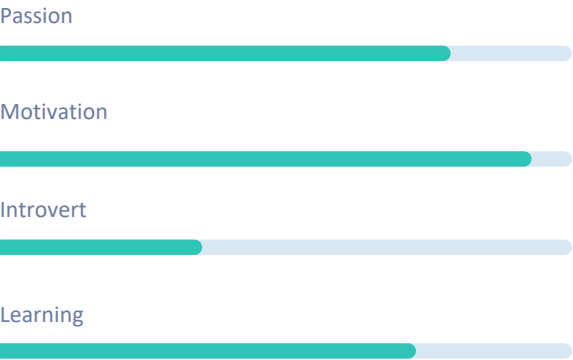
Work Hard Play Hard

Goals

- To get A's in all my classes.
- To attend more events and parties.
- To not be stressed out by the workload from all my classes.

Frustration many assignments to complete, sometimes I miss the deadlines or end up rushing to complete things at the last minute.
I had to cancel on my friends because I realized that I had a huge project due last minute.
I missed a lot of club meetings because I did not realize it conflicted with my business frat events.

Personal Traits



Values

I want to have something to help me be organized. I want to be a punctual person. I want to have enough time to party on weekends and not worry about homework.

Aspirations

I aspire to fully grasp the subjects I am learning, and not stress out during exam week.
I aspire to land a good job after graduation; possibly in banking.

Social Channel

Instagram
Twitter
Facebook

Ethan Le by Ryan Garma

age: 19

residence: Columbia SC

education: BS Aerospace Engineering

occupation: Student

marital status: Single

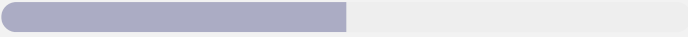


"We ball"

Ethan studies hard, hangs out with friends, and plays basketball.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ethan likes to be involved in everything. He gets connections to lots of different people.

Needs

- To be able to plan out his day-to-day like so he can figure out

Wants

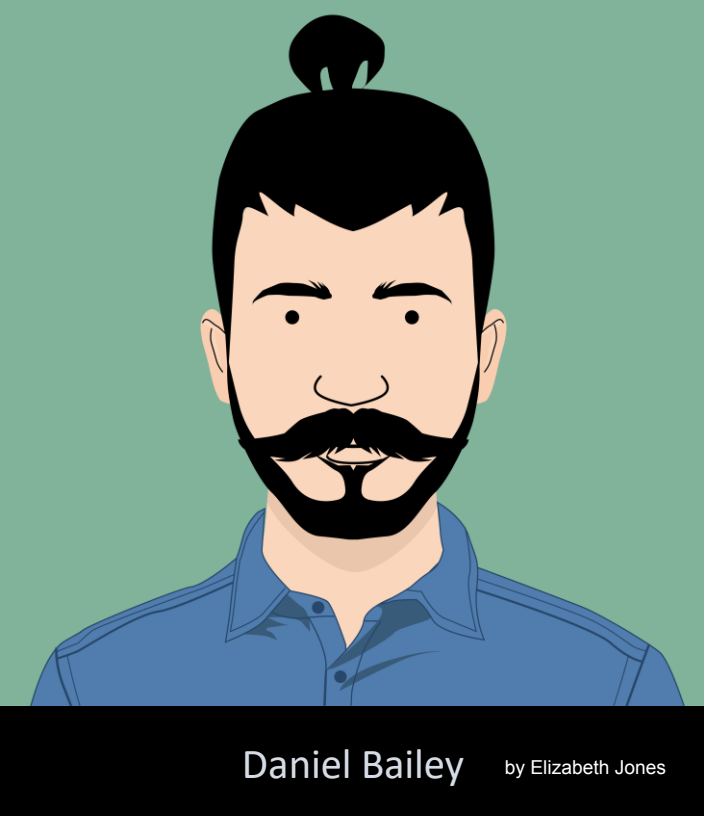
- To be able to make time for his hobbies outside of important tasks.

Values

- Time
- Efficiency
- Food

Fears

- Missing deadlines or assignments



| | |
|------------|---------------------------------|
| Age | 21 |
| Location | United States |
| Education | Bachelors in Art Education |
| Occupation | Freelance Photography / Barista |

Bio
Daniel is a free flowing guy who is passionate about art and wants more time to work on side projects. However, he always finds himself inundated with last minute assignments he'd forgotten about. His apartment is a bit messy and physical planners get lost quickly. What are his other options?

"The worst enemy to creativity is self doubt... and a bad academic planner."

Goals

- A way to organize and see what projects are due when
- Ability to see what his art friends' plans are

Frustration

- Bad critiques on his art
- Having his student suffer due to his unorganized habits

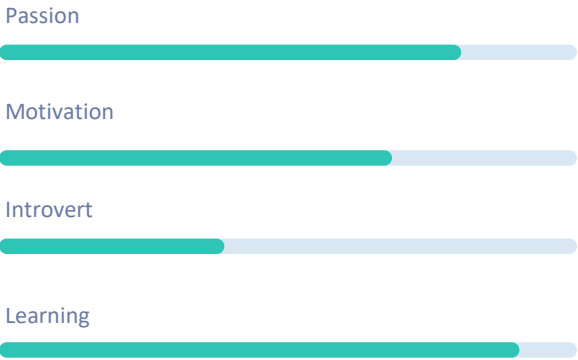
Values

- Customizable Planner Colors
- Picnics with friends

Aspirations

- Being an inspiration art teacher
- Wedding photographer on the weekends

Personal Traits



Social Channel

Instagram, Youtube, Twitter



| | |
|------------|-----------------|
| Age | 24 |
| Location | Columbia, SC |
| Education | BS Biology |
| Occupation | Medical Student |

Bio

Emersyn White is a second-year medical student at the USC School of Medicine. He has trouble keeping up with due dates and staying on top of his schedule.

"How hard could it be to stay on top of med school?"

Goals

He needs to be able to track assignment due dates and test dates.

Frustration

He fears missing any deadlines or tests.

Values

He wants to be able to synchronize his planner across his laptop, phone, and tablet.

Aspirations

He hopes to match into a surgical residency after medical school.

Personal Traits

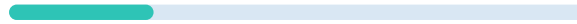
Passion



Motivation



Introvert



Learning



Social Channel

Twitter,Tiktok,Instagram,Youtube



Yasiyah Gold, by Yasmine Kennedy

| | |
|------------|--------------------------|
| Age | 20 |
| Location | Columbia, South Carolina |
| Education | BA Sports Management |
| Occupation | College Student |

Bio Yasiyah is a Sports Management Major at USC - Columbia Campus. Yasiyah is an Executive Cabinet in Student Government concentrating on Diversity and Inclusion. Yasiyah coaches a recreational basketball team of 6th - 7th graders while also being a player for the USC Softball Team. In her free time, Yasiyah enjoys doing hair and nails, but with her busy schedule, she struggles to balance her extracurricular activities and schoolwork.

"Got to stay organized to stay paid!"

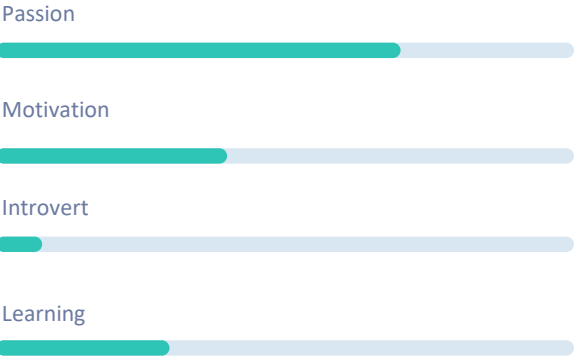
Goals

Yasiyah needs to ensure her grades do not slip.
Yasiyah needs to stay ahead of all to-do lists.
Yasiyah's goal is to begin attending tutoring sessions.

Frustration

Yasiyah feels that her grades are beginning to slip because of missed deadlines.
Yasiyah fears she will lose her spot in Student Government because of missed meetings.
Yasiyah is frustrated because she hasn't been doing well in her classes.

Personal Traits



Values

Yasiyah wants to continue being in Student Government.
Yasiyah wants to be more organized but is too much on the go to 'write it down'.
Yasiyah wants to continue being in her 4 other clubs.
Yasiyah values her free time.

Aspirations

Yasiyah wants to succeed in all of her classes and extracurriculars but is beginning to feel overwhelmed and want to give up.

Social Channel

- Instagram
- Twitter
- LinkedIn
- YouTube
- TikTok
- GitHub
- Facebook