John Harris

age: 22

residence: Charleston, South Carolina

education: Full-time College Student (Senior year)

occupation: Software Engineering Intern

marital status: Single

"Efficiency is everything. If it's not making my day easier, it's not worth using."

John is a senior majoring in computer science. He's currently interning at a tech company while finishing his final year of college. John is highly organized and always looking for ways to improve productivity. He balances his internship, final projects, and personal coding projects with ease, but he can get frustrated if tools are too complicated or time-consuming.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

John feels successful when he's able to get through his day efficiently, without wasting time. He wants tools that help him get his work done quickly, stay organized, and leave time for his personal interests.

Needs

- A tool that helps him organize both his internship tasks and school assignments in one place.
- A way to track progress on multiple projects without getting bogged down by unnecessary features.

Wants

- A scheduling tool that integrates well with both work and school systems.
- Notifications to help him stay ahead of deadlines and meetings.

Values

- John values efficiency and tools that save him time. He prefers streamlined apps with just the right amount of functionality to keep him on track.

Fears

- That he'll miss deadlines or meetings if his schedule isn't perfectly organized.
- That he won't have enough time for his personal coding projects.

MOBILITY LABS