

Jimmy Jimmerson

Student

Education
Senior in Comp Sci

Age
21

Location
Columbia, SC

Occupation
Student

Quote

I have a really hard time tracking all my deadlines for assignments and tests since my classes are all on similar topics.



Goals

- Easily organize due dates to ensure all work is turned in on time.
- Clearly see all quiz and test dates to properly study for them.
- Connect to other students in his classes to collaborate on issues.

Story

Jimmy is a Senior Computer Science student at the University of South Carolina. He has had problems in the past with turning in assignments on time due to his disorganization and lack of connection to other people in his class. With the Academic Calendar App, Jimmy will be able to organize all of his assignments, classes, and tests in a very easy-to-read manner. He wants to be able to connect to other students having similar issues as him, and connect to tutors so he can get better grades.

Needs

- Ability to add and remove classes and assignments.
- Access to resources related to class
- Connect to other students in my classes.

Frustrations

- Disorganization of assignments and due dates leading to missing grades.
- Lack of necessary study resources for class.
- No connection to other students in the class for collaboration.

Pordan Jeele, by Kurt Abraham

age: 23

residence: Tarrytown, New York

education: Associate's Degree

occupation: Part Time Receptionist

marital status: Single



"The higher up we go, the more we can see"

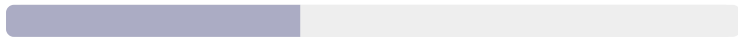
Mr Jeele has graduated from Key University and is currently seeking higher education. Working as a part time receptionist, he has a lot of work and not enough time. During his free time, he devises ways to make his daily life more efficient so that he can spend time with his friends and family.

Comfort With Technology

INTERNET



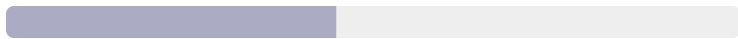
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Mr Peele wants to cut down on his work load and manage his time more efficiently. His goal is to graduate from college with minimal debt

Needs

- Financial support
- Better connections with college staff
- To learn how to cook eggs

Values

- Doing work before keeping the couch warm
- Devising plans before complaining

Wants

- To go on a vacation with "the boys"
- To graduate with a Bachelor's Degree
- To prove to himself and his family that he can make 6 digits by the age of 40

Fears

- Arriving to meetings late
- Turning in work past its due date
- Being unable to spend time with close ones



NAME

Raymond Bennett

TYPE

Artisan



Demographic

♂

Male

32

years

📍

United States

Single

Shoe Salesman

Technology



Skills



Goal

To get a degree in finance while balancing a work life.

Quote

“
I like to use hard times in the past to motivate me today - Dwayne Johnson
The only time you should look back in life, is to see how far you have come - Kevin Hart

Background

Successful Shoe Salesman with only a high school degree.

Motivations

Money and success

Frustrations

Height Complex

Brands and influencers



NAME

Vincent Ortega

MARKET SIZE



TYPE

Guardian



Goals

- To receive a Degree in business
- Use this degree to rise up the business ladder to make more money.

Quote

“
Doing nothing is hard you never know when you're done.
-Anonymous



Demographic

♂ Male 57 years

📍 United States

Married

Used Car Salesman

45k a year

Background

Used car salesman from Jacksonville Florida starting to climb the corporate ladder but has hit a roadblock in moving up due to a lack of a 4 year degree.

Technology



Skills

Technology Use



Business



Sales



Motivations

More money to help support my family.
To move up the corporate ladder.

Frustrations

All of the required technology usage is not easy.
Can not keep up with class and work at the same time efficiently.

James Boden

Ideal User

Age

21

Education

High School Diploma

Location

Columbia, S.C.

Occupation

Student

Quote

Discipline is the bridge between the goals and accomplishments

”

Goals

- Be the first of his family to attend graduate school
- Graduate from medical school
- Become a neurosurgeon after completing medical residency

Story

James is in his junior year at University of South Carolina. He is the youngest of his lower-middle class family, and is pursuing a bachelors degree in Biology. He is hoping to attend medical school in order to become a neurosurgeon.

Needs

- Organization
- Structure
- Dependability

Frustrations

- Ambiguity
- Messiness
- Disorganized people

Skills

- Hard-working
- Dilligent
- Studios