

Overview

Name: Harshad Mehta **Age:** 24 **Major:** Business Administration **Year:** Fourth Year

David is a fourth-year business administration student who values collaboration and learning from his peers. He is generally laid-back but committed to his studies. He thrives in group settings where responsibilities are clearly defined and communication is open. David is often the mediator in group conflicts, aiming to foster a positive team environment.

Goals

- **Manage Coursework Effectively:** David aims to balance his academic responsibilities with his part-time job and social life. He wants a system that helps him keep track of assignments and deadlines without feeling overwhelmed.
- **Meet Deadlines Consistently:** While not as meticulous as Sarah, David understands the importance of deadlines for academic success and team cohesion. He strives to complete his parts of group projects and individual assignments on time.
- **Track Group Meetings and Progress:** David wants to be well-informed about group meeting schedules and the overall progress of collaborative projects. He appreciates clear updates and a shared understanding of tasks to ensure everyone contributes equally.

Frustrations

- **Poor Communication in Group Projects:** David gets frustrated when group members are unresponsive or when critical information is not shared promptly. This often leads to last-minute scrambles and an uneven distribution of workload, which he finds unfair.
- **Disorganized Tools and Information:** He finds it inefficient and annoying when groups use a multitude of platforms for communication and file sharing. This disorganization makes it difficult to find relevant documents or track discussions, leading to wasted time and confusion.

Needs & Pain Points

- A simple, intuitive platform for group communication and shared document access.
- A clear system for assigning and tracking tasks within group projects.
- Reminders for upcoming deadlines and scheduled meetings.
- Tools that promote transparency and accountability among team members.

Behaviors & Habits

- Relies on group chats for quick communication but prefers structured platforms for important project discussions.
- Responds well to clear instructions and defined roles.
- Values team harmony and tries to resolve conflicts constructively.
- Prefers to work on tasks collaboratively rather than in isolation.

Technology Usage

- WhatsApp, Google Docs, Asana, Zoom, Email.