

# Sarah Josh

age: 20

residence: Columbia, SC

education: Sophomore student

occupation: Student Lab Assistant in CS department

marital status: Single



*Motivation gets you started, Discipline keeps you going.*

Coding, project work and going to gym

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Managing tasks
- Academic support
- Class schedule

## Values

- Skill development
- Work-life balance

## Criteria For Success:

Achieving top grades, managing work-life balance

## Wants

- Project Management
- Tutoring
- Platform accessible on multiple device

## Fears

- Falling behind in class
- Financial management
- Not getting selected for internship

# Briggs Keslowski

age: 34

residence: Columbia SC

education: PHD

occupation: Physician

marital status: Married with 21 kids



*Hello how are you, like I've had a great day, THANKS!!!*

Briggs likes to watch football, all day, every day

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Getting everything on his schedule done

## Needs

- Anti-theft Version
- Punctual Notifications
- Events noted

## Values

- High-Level Planning
- Straightforwardness

## Wants

- Light/dark mode
- text to speech capabilities
- customizable interface

## Fears

- Missing meetings
- Sleeping through his alarm
- getting his timing wrong

# Cody Justice

age: 24

residence: Mankato, MN

education: BSE

occupation: Business Test Analyst I

marital status: Married



*"An eye for an eye will make the whole world blind."*

Cody often enjoys hiking, bird watching, and spending time with friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Overcoming challenges and learning from previous failures

## Needs

- Adequate security, no bugs, no glitches
- User-friendly interface
- Application serves a clear purpose

## Values

- Integrity
- Loyalty
- Accountability

## Wants

- Light/dark mode
- Text-to-speech
- In-app support chat bot

## Fears

- Letting people down
- Being lied to/ taken advantage of
- Being rejected