

Samuel, the Student



"When it's time to study, all I need is a quiet coffee shop and an expresso to get in the zone."

Age: 20

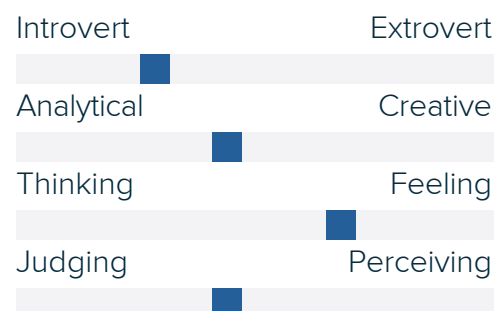
Location: Denver, CO

Life Stage: Single

Education: High School Diploma

Occupation: Full-time Student,
Part-time Tutor

Personality



Focused

Determined

Reserved

Goal-oriented

Background

Samuel is a full-time student who works part-time as a tutor on the days he does not have class. He is majoring in Computer Science and is highly focused on his academics. Outside of school and work, he keeps to himself. He enjoys spending time with his cat, playing videogames, and reading.

Motivators

- **ACHIEVEMENT** - Excelling in academics is his main priority.
- **DESIRE TO LEARN** - Learning new things excites Samuel.
- **HELPING OTHERS** - He enjoys tutoring and volunteering in the community when he has time.
- **PERSONAL GROWTH** - Samuel continuously looks for ways to better himself.

Behaviors

- **DAILY SCHEDULE** - Samuel goes to class on weekdays and tutors on the weekends. On weekdays, he is on campus early and leaves in the afternoon to go study. He frequents coffee shops as he finds this is where he is most focused. On weekends, after he is done tutoring, he relaxes at home with his cat.
- **SPENDS TIME GAMING** - His favorite hobby is gaming and finds it a good way to unwind from his busy schedule.
- **VISITS PARENTS MONTHLY** - Parents live in a nearby city and he visits them once a month.

Goals

- To have a quiet place to focus and study
- To be able to place an order online
- To read nutrition facts in order to make healthy drink choices

Reasons to Visit Website:

- Find nutrition facts
- Place orders for drinks

Frustrations

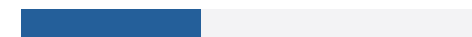
- Unsure how to place an order online
- No menu pricing online

Technology Usage

Mobile



E-Commerce



Social Networks



Tech Savviness



Brands

twitch

GameStop

You
Tube

BARNES&NOBLE