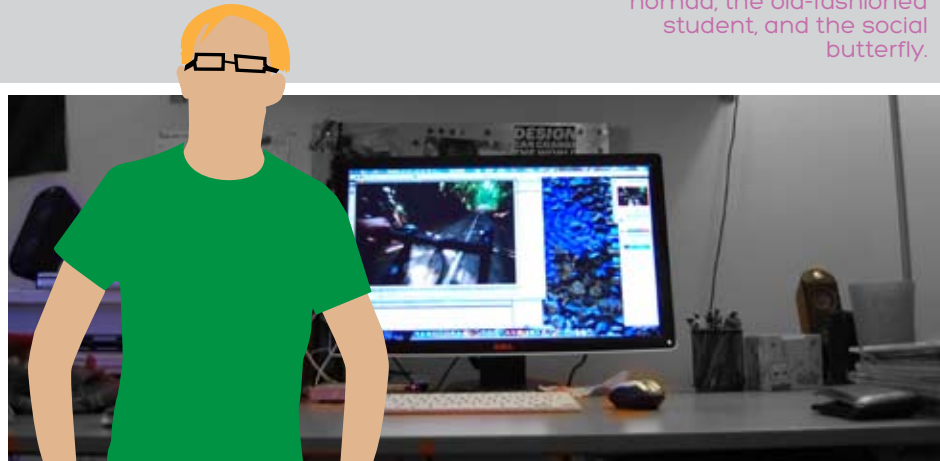


Through our research, we found four different types of students. We developed personas to represent the different groups, hoping to categorize all college students into one of these four categories: the geek, the nomad, the old-fashioned student, and the social butterfly.



The geek is very immersed in technology throughout the day. They are the student who build their own desktop for gaming and leisurely use because no laptop can keep up with their needs. They are more tech savvy than their peers and able to connect all their devices together for optimum performance. They spend a majority of their time on their computer in forums and reading blogs, but may not be as social in person.

The nomad is the always "on-the-go" student who is rarely home. They are working in different environments throughout the day and carry everything they might need on their back. When they return home, it is generally for sleep and leisure.



The "old-fashioned" student is very out of touch with technology and doesn't care to make it a major part of their life. They are the person who responds to a text message hours later...if at all. Their environment is very simple and has very little technology. These students prefer analog notes, and rarely take their computer to class.



The social butterfly is the student who is involved with multiple groups and organizations. They might be big into greek life and are constantly connected to their peers through social networking. They have a smart phone so they can always keep track of what their friends are up to, check their email, and look at pictures from what they did last weekend.