



## DEMOGRAPHICS

AGE ..... 22  
GENDER..... Male  
LOCATION..... Los Angeles  
MARITAL STATUS..... Single  
EDUCATION..... Pursuing A.A.  
INCOME..... \$0 Annually  
OCCUPATION ..... Full-Time Student

## TECHNOLOGICAL CAPABILITIES

PLATFORM .....Mac  
SCREEN RESOLUTION ..... 1024x768  
PREFERRED BROWSER(S)... Safari, Firefox  
COMPUTER SKILL LEVEL ... inter-adv

## GOALS/MOTIVATIONS

- Access SMC email account
- Check class schedules
- View other student work
- Connect with campus clubs
- Find out news/current events at SMC

## ABOUT KEN

Ken Watkins is a 22 year-old full-time SMC student. He is currently pursuing an A.A. degree in Graphic Design and plans to transfer to Otis College.

Ken enjoys his studies and is trying to make the most out of his time at SMC. He is very social, enjoys hanging out with his fellow classmates, and is an active participant in the Graphic Design Club. Ken wishes he could stay even more connected to the school online and wishes there was a way to find out about the latest news and events.

He loves sharing his work with his fellow classmates as well as viewing and critiquing their work. He would love an online location where this type of interaction could occur.

He currently spends a minimal amount of time on the Graphic Design website because there isn't a lot of interactivity or updates on the site. However, It's important to Ken to make sure he's informed about class schedules and paying fees so he frequently logs into Corair Connect.

In Ken's free time, he loves to draw, go sailing, and surf.

# KEN WATKINS

Full-time Student, Age 22