



“I dont want to miss time on my lectures, but searching a parking slot always gets in the way“

Florian is a student of Reutlingen University and is studying International Business Management. He lives in a neighboring village and arrives to the university by car. Florian uses every minute in the morning to stay in bed as long as possible. Florian would like to know where there is a free parking space in the parking lot f the university so that he wastes as little time as possible to find a parking space.

Name: Florian

Gender: Male

Age: 21

Key characteristics

- Student
- Likes to sleep in every morning
- Would like to take less time investing in searching a parking slot

Goals

- Remember the place where he parks his vehicle
- Wants to know where free parking slots are available

User Case Scenario

Florian arrives at the university parking lot at 9:30. He wants to know where he can park as fast as possible and as close to his lecture.

Behaviors

Technical Skills



Beginner

Expert

Social Media Skills



Beginner

Expert

Interests in using mobile apps



Least

Most

Time spent on using mobile apps



Rare

Often

Interests in technology



Low

High