

Carlos Hampton by Marcari Williams

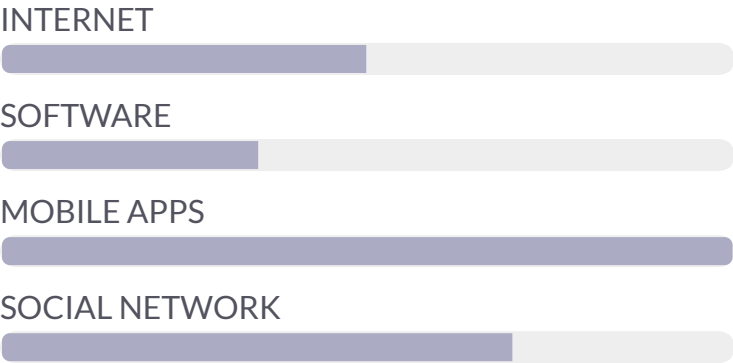
age: 19
residence: Manning, SC
education: High School Graduate
occupation: UBER/LYFT Driver
marital status: Single



"A FIT BODY IS THE BEST BODY"

Carlos is a very active person. Everyday he gets up and gets on the treadmill and gets a little workout in early in the morning around 5 AM. Carlos did graduated from high school, but his GPA wasnt the best. He graduated with a 2.6 GPA. He was always very good with Science. Carlos has had a great successful career as an UBER Driver, and has had no complaints from any customers. In fact, he is the best Driver in the state. When he has time off, he usually spends time uploading workout videos on his YT channel, playing videogames, or watching TV.

Comfort With Technology



Criteria For Success:

- Full schedules
- Well working vehicle
- Workouts
- Nourishment

Needs

- - Vehicle
- - Gas
- - Driver's License
- - ID card for work
- - Phone
- - Workout Equipment
- - Food
- - Water

Wants

- - Candy
- - Video games

Values

- - Family
- - Friends
- - Customers

Fears

- - Being late
- - Receiving Terrible Feedback
- - Oversleeping



- - Feedback
- - Experience

- - Not being able to work

Aurora (by Andrew Chisolm)

age: 20

residence: Columbia, SC

education: Bachelor of Health Science (2023)

occupation: Full-time student

marital status: Single



"I'm tired"

Aurora is a very busy student who rarely has any time off. She has a very busy schedule, particularly in the mornings and early afternoons. She spends her evenings catching up on schoolwork.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Aurora is just trying to graduate. She is struggling in school, she is being worked to the brim, but it will all be worth it if she can get a degree and a career in two years.

Needs

- Food that fits into her busy schedule
- No food with peanuts (she's allergic)

Values

- Reliability
- Expedience
- Diversity

Wants

- Food that is healthy
- A variety of options
- Quick load times
- An accurate wait time prediction

Fears

- Failing school
- Bad health
- Stress
- Bad time management

Leeroy Jenkins by Andrew McGruder

age: 19

residence: Columbia, SC

education: High School Dropout

occupation: Multiple Jobs (i.e. pizza delivery, janitor, waiter, etc)

marital status: Married with kid



"Alright let's do this! Leeroooooooooy Jeeeenkinss!"

Leeroy wakes up and the first thing he has to do is scream Leeroy Jenkins. Because he dropped out of high school he isn't very book smart. However, that doesn't mean he can't make it in the world. Leeroy successfully holds down multiple jobs to provide for his wife and child. He works around 12 hours each day doing his variety jobs. He then returns home where he spends quality time with his wife and kid before playing a little bit of World of Warcraft.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Full Send-Type Lifestyle

Making sure his family is secured

Fast-Paced Lifestyle

WoW

Needs

- WoW
- Multiple low-education type jobs
- Food
- Water

Wants

- His busy schedule leaves him very little time for eating. Sometimes Leeroy will skip a meal because he will go to a restaurant and the lines are too long. He wishes for some sort of app that will let him view long and short lines/an app that will let him order ahead of time and actually have the food ready when he gets there.

Values

- WoW
- Leeroy Jenkins
- Family
-

Fears

- A world without WoW



Anita P. (by Austin Balon)

age: 38

residence: Columbia, SC

education: Bachelor of Science in Business Management

occupation: Chick-fil-a Manager

marital status: Single with two husbands



"mmm Christian chicken distribution"

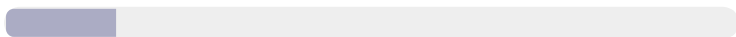
There is nothing that I enjoy more than some making some delicious chicken. I like to slip razor blades into the sandwiches of customers who don't say "God bless you" when I sneeze.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Chicken

Bread

Waffle Fries

Sweet Tea

The Lord's Grace

Needs

- Accepting online orders
- The ability to notify customers when their food is ready

Values

- Chicken
- Christianity (in order of priority)

Wants

- User interface that allows for quick actions
- Location information from customers

Fears

- Being driven out of business by McDonald's affordable and delicious crispy chicken sandwich