

# Eric Miller

age: 21

residence: University of Illinois

education: Some College

occupation: Student

marital status: In an abusive relationship



*"None of my friends believe me"*

Mechanical engineering student. Lives in a dorm with his friend Mike. His girlfriend lives down the hall.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To take pictures
- To record audio
- To use the app subtly

## Values

- Subtlety
- Efficiency

## Criteria For Success:

He needs to be able to prove what's going on so people will take him seriously.

## Wants

- To easily send to others
- To speak with a professional

## Fears

- His girlfriend finding out
- Nobody believing him
- This making things worse

# Jesse White

age: 18

residence: Columbia SC

education: Highschool

occupation: Uber Driver

marital status: Single

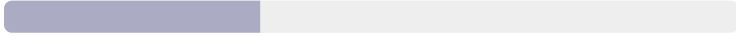


*"I need to be able to take care of myself on the road"*

Jesse White spends most of his days uber driving to earn money to be able to go back to school

## Comfort With Technology

INTERNET



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MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Easy to use way of documenting evidence

## Needs

- Audio Recording
- Subtle use of the app
- Store files of recording

## Values

- Efficiency
- High-quality recordings
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## Wants

- Sleek easy to use design
- Easy access of files
- Secure privacy

## Fears

- Violation of his privacy
- Crime
- App not working

# Bob Dilland

age: 28

residence: Columbia SC

education: Bachelors of Science (BS)

occupation: Web Developer

marital status: Married



*"With rising crime rates, it's more and more likely for our office to experience something"*

Bob dilland spends most of his days at work with his web development team as they put together projects for their company.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Effective documentation of abuse, easy to use, and to get a hold of help.

## Needs

- Record audio/video
- Effective communication with law enforcement
- Quick response time

## Wants

- User friendly
- Subtlety

## Values

- Smooth usage
- Easy access
- Concealment

## Fears

- Rising crime rates
- Product failure
- Breach of privacy

# Danial Donmore

age: 30

residence: Lawton, OK

education: bachelor's degree in law

occupation: Police officer

marital status: Single



*"When people work together nothing is impossible"*

During the day Danial spends time with his family and friends. He is all so active in the community and wants to improve his home town in any way he can.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Changing lives for the better

Stopping the problem at its source

Seeing people have smiles on his face when he has done a great service to it.

## Needs

- Quick response time
- Clear evidence documentation
- User friendly
- Suspect info

## Wants

- Clear evidence
- Suspect info
- Able to add picture evidence on the spot

## Values

- Integrity
- Hard work
- Diligence

## Fears

- Lost lives
- The wrong person is arrested
- Family in danger