Leon Edwards

age: 26

residence: Columbia South Carolina

education: University of South Carolina

occupation: Employee at Carolina Parking

marital status: Single

When I attended UofSC, I had a very hard time parking on campus.

Leon spends most days going to his college classes. He commutes 20 minutes from his house to campus each day and spends his entire day on campus. After classes he returned home and works on his homework.
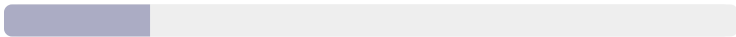
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I want people to feel confident they will be able to find an on campus parking spot - hassle free!

Needs

- To help create a successful company
- To provide value for his company

Wants

- Wants the app he works on to run smoothly
- Wants the app to be simplistic and easy to use
- Wants his team to collaborate

Values

- Proficient in a variety of software's.
- College Degree
- Problem Solving

Fears

- The app will not function
- People will not utilize the app
- The app will not generate revenue

MOBILITY LABS