

Kendel Lee, by Andrew Paulen

age: 22

residence: Charlotte, NC

education: BS in anthropology and geography

occupation: Part-time hotel receptionist and Uber eats driver

marital status: Long term girlfriend



"I should have got a more useful degree" -Abraham Lincoln, probably

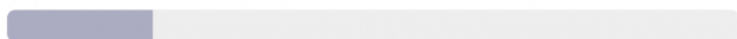
Likes to spend money and go out with friends. Looking for a better job to better help support living.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Need to be able to find short-term, preferably free, parking to complete as many Uber eats orders as possible throughout the day. The more money I make the more time I can spend looking for a better job.

Needs

- Ability to find parking
- 24/7 availability
- Constant refresh so there is no need to close app

Values

- Success
- Low gas prices
- Girlfriend

Wants

- Parking to be free or low cost
- The ability to differentiate between long and short term parking
- Are cops around if I can't pay for parking?

Fears

- Being stuck in low level jobs
- Being evicted
- Failure in the eyes of parents

Linda Walker by Baker Womack

age: 42

residence: Charolette, NC

education: B.S in Human Resources

occupation: Human Resources for Wells Fargo

marital status: Single with two kids



"Live, Laugh, Love"

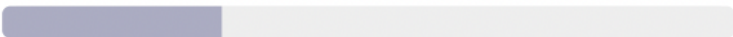
I am a single mom with two kids. I am confident and a professional person. I work very hard to support my children. I am very good with time management and lateness is a pet peeve of mine.

Comfort With Technology

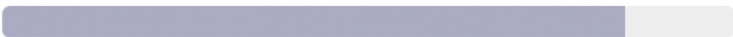
INTERNET



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Criteria For Success:

My criteria for success is to be on time at work everyday. Traffic and parking stresses me out, so I need an easy place to park.

Needs

- Quick and easy parking
- Constant availability
- Secure parking

Wants

- Cheap or free parking
- No stress while getting to work
- Plenty of availability

Values

- Time management
- Professionalism
- Mental Health

Fears

- Not getting to work on time due to parking
- Car being broken into
- Loosing my job
- Not being able to support my children



Robert Smith (by Ian Turner)

age: 22

residence: Charleston, SC

education: Bachelor's Degree

occupation: Student

marital status: Single



"I'll never take the bus"

Robert ("Bob") likes to spend his days studying for his classes. He is in his last semester at College of Charleston, and is hoping to graduate this year. However, he is constantly late to class because he is having trouble finding parking in the city. This is starting to impact his academic success and is causing him to have a lot of anxiety.

Comfort With Technology

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Criteria For Success:

Finishing school, getting a good job, and being able to afford a monthly pass in a large parking garage so that he doesn't have to park on the street. He is currently studying psychology and hopes to be a psychologist.

Needs

- Getting to class on time
- Not having to pay a lot for parking
- Remembering where he parked his car

Wants

- To be able to drive a car in the city
- Never to have to ride the bus to class from his apartment uptown.

Values

- Punctuality
- Education

Fears

- Not being able to find parking and missing class
- Not finishing college because of his grades