Toby Turner

age: 21

residence: Los Angeles, CA

education: College

occupation: Full-time Student

marital status: Divorced, with one kid

"How does is there a 50 min wait if my nuggets take 10 minutes to fry?"

Toby spends his morning to early afternoon in classes. Then, he gets a late lunch. After this, he goes to his part-time internship with Amazon. On weekends, Toby spends time creating video content online.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

High grades, a packed resume, and personal creative success

Needs

- Little to no bugs so as to optimize efficiency
- A clear-cut schedule

Wants

- An easy to understand app layout
- People to answer his emails

Values

- Hard work
- Time management

Fears

- His order not registering when remote ordering
- Spiders

Jacob Neele

age: 32

residence: Columbia, SC

education: Master's in Computer Engineering

occupation: CEO of Mobile App

marital status: Single

"30 minutes at Chick fila, let's find something closer"

He likes to promote health and wellness. He likes to go to the gym and is a huge Patriots fan. Go Pats!!!
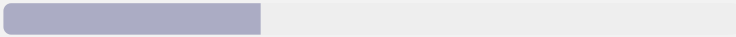
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Good reviews on the apps he supervises and his employees appreciate him as their boss.

Needs

- Working app
- Employees who take responsibility
- CEO privileges

Wants

- Product that shows a good sign of change
- Employees that give 110%
- Customers likes the product

Values

- High-quality product
- Puts customers first

Fears

- Employees who do not care about the product
- Customers will not try out the product

MOBILITY LABS

Douglas Bradford

age: 20

residence: Columbia, South Carolina

education: College

occupation: Starbucks Manager

marital status: Single

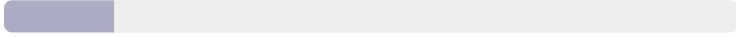*"I love waiting 30 minutes for food that is "ready for pickup."*

Spends a lot of time at work and going from class to class everyday.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Having accurate wait times for food and when it is ready to pick up.

Needs
- Food fast so he isn't late to class
- To be on time to work and class everyday

Wants
- To know when food will be ready so it isn't cold
- To know how busy dining halls are at a certain time of the day

Values
- Time
- Tasty and Warm food

Fears
- Times that aren't accurate on the Grubhub app
- Cold Food
- Waiting for food for more than an hour

Seth Thompson

age: 47

residence: Columbia, South Carolina

education: BS in Cybersecurity

occupation: Head of Data Management

marital status: Single

"Knowing isn't enough, we must apply ourselves to make all lives easier"

Spends a lot of time learning more about his business's customers and their needs. When not actively working, he likes to experiment with cooking or hanging out with friends.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Has easy access to data concerning users' food habits.

Needs

- To be able to obtain accurate info on the wait times and other info for local businesses.
- To know how much time to dedicate to each of his tasks for planning out his day.

Wants

- Access to data concerning all food locations on campus.
- Access to data from off-campus businesses in the local area.

Values

- Wants easy access to all his data in one place.
- Being able to see all his options before making a decision.

Fears

- Not being able to afford the rent on his apartment or otherwise overspending on other things.
- Losing data on what food businesses will be available at any given point.

MOBILITY LABS

Martin Tobias

age: 32
residence: Los Angeles, California
education: Master's Degree in Software Development
occupation: Mobile App Developer
marital status: Married without kids

"0 in line, 48 minute wait? Okay, Panera."

Takes care of his and his wife's flowers. They don't have a big yard, so the flowers are all in pots.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Stable product with reasonable results.

Needs

- Access to back-end and front-end data
- Administrator privileges

Wants

- Proper UI for management
- Good design principles

Values

- Secure login
- Ability to adjust and manipulate app data

Fears

- Inaccurate data
- Small sample sizes

MOBILITY LABS