

Itty Bitty

age: 30
residence: South Carolina
education: Highschool diploma
occupation: Unemployment Check/Child Support
marital status: Divorced with kids



"This corn bread ain't done in the middle"

Cooking, spending time with children, shopping

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

learning how to use apps

Needs

- An easy and simple way to find transportation

Wants

- More Children and a stable job
- Easy way to travel

Values

- raising children
- using phone and similar technology
- cooking

Fears

- Driving alone
- Owning a car
- Not having more children

