

# John Doe

age: 20

residence: Columbia SC

education: College

occupation: Student

marital status: Single



*I want to find parking spots easily*

John goes to class everyday and has to commute to school.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Needs

- Needs to get to class

## Values

- Timeliness
- Consistency

## Criteria For Success:

John likes to get to class on time, and he does not want to waste time finding parking

## Wants

- Wants to not be late
- Wants a guaranteed parking spot

## Fears

- Showing up late to class
- No parking spots

# Melvin Bovelvin

age: 22

residence: Irmo SC

education: Student at USC

occupation: USC Columbia Student

marital status: Single



*Thats my purse I dont Know you*

Is a commuter student who has classes later in the day. Computer Science Major

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

Open source apps that work on all platforms

## Needs

- Open Source
- Fast and non bloated
- Accurate parking data

## Wants

- No personal information stealing
- Straight to the point UI

## Values

- Privacy
- Efficiency
- Linux
- Open Source
- Time

## Fears

- People
- Small and Big Animals
- Proprietary Software
- Social Interaction
- Sunlight

# Ricky Metzger

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

marital status: Single | No children



*"Proficiency demands focus; distractions pave the road to mediocrity.  
Leave parking lots to the experts and get the work done."*

One significant source of frustration in Ricky's life is the issue of implementing parking lots. It's a problem that he finds particularly irksome, perhaps due to logistical or organizational challenges, which can be a significant source of stress for him.

## Comfort With Technology

### INTERNET



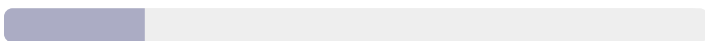
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

The condition and management of the parking lot on campus are areas where they see significant room for improvement and can sometimes become a point of personal anguish.

## Needs

- Specialization and focus
- Problem Resolution in Parking Lots
- Established best practices

## Wants

- Seeks those extraordinary touches in life that aren't obligatory but bring him immense satisfaction and joy.

## Values

- Expertise
- Efficiency and Reliability
- User-Centric Approaches

## Fears

- Resource Drian
- Environmental Impact



# John Parker Lots

age: 19

residence: Chapin, South Carolina

education: High School

occupation: Student

marital status: Single



*I love to eat white bread and pay for my parking wowie!*

I live approximately 30 minutes away from the University, meaning I have to drive to downtown Columbia every day. Finding a parking spot is incredibly difficult for me due to numerous other students and people having work or educational opportunities downtown, especially if I'm late and all parking spaces are already occupied.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- A sufficient place to park for people, especially students.
- Ability to pay or reserve for parking.

## Values

- Good and quick communication and notification on sudden changes.

## Criteria For Success:

A good parking space that fulfills his needs and some of his wants.

## Wants

- Lots of space between cars so parking into and backing out of parking lots is easy and without hassle.
- Knowing when parking spots are open or will be open.

## Fears

- Not being able to find a parking space.
- Having to park in a towing-enforced area specifically for customers.
- Backing out of tight parking spaces and risking contact with other cars.