

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.