

Penelope Eckhart

age: 18-24

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



It's too hard to get food in college, since I can't drive.

Lives near campus. Spends most of the work week on campus going to classes. Doesn't eat in between the morning and evening, and only eats dinner after all classes are concluded. Walks to class, or takes the free shuttles provided by the school.

Comfort With Technology

INTERNET



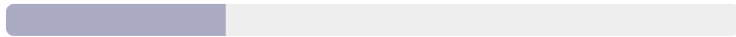
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs better access to food
- Needs to be able to be at all classes on time in order to keep GPA

Values

- Prioritizes education above everything else
- Values health second

Criteria For Success:

Being able to get food without missing any classes, being able to go through the day and not be starving when she gets home.

Wants

- Wants to have a variety of food options
- Wants filling, affordable food

Fears

- Fears getting into a car wreck, and driving in general
- Fears missing classes & missing out on something

Kevin

age: 18-21

residence: Columbia, South Carolina

education: Undergrad

occupation: College Student

marital status: Single



I need snacks, ASAP!

Lives on campus. Spends most of the day on going to classes, doing homework, or playing video games. Typically eats between and after classes.

Comfort With Technology

INTERNET



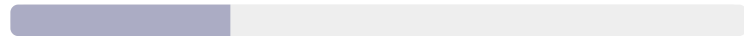
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to quickly and efficiently get food and snacks when needed.

Needs

- To upkeep and balance all schoolwork
- Sustainable sources of food

Values

- The upkeep of his schoolwork
- Maintaining relationships and social life

Wants

- A larger variety of food & snacks
- Faster ways to attain this food

Fears

- Failure
- Inability to help others

Lucy Brown

age: 21

residence: Columbia, South Carolina

education: Undergrad

occupation: Novice User

marital status: Single



I am tired of finding rides to Walmart!

Busy student who rarely ever has the evenings free. When she does have the evening free, she doesn't know until last minute. Due to her very late notice, she never has anyone to drive her off campus. Eats at campus dining locations when she gets the chance but often finds herself skipping meals to inconvenient class locations.

Comfort With Technology

INTERNET



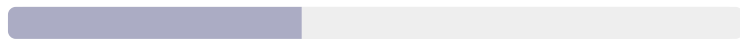
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Access to groceries without leaving campus or on a flexible schedule

Needs

- To stop skipping meals
- Groceries to make lunches and dinners for long class blocks
- A form of transportation that is reliable and safe

Values

- Safety
- Time
- Money

Wants

- Simplistic design
- 24/7 ride request to grocery stores
- Marked down items

Fears

- Cost of delivery to campus
- Unsafe, unprofessional, and untrained drivers
- Losing focus in class due to lack of food