

Grandma Betty

age: 90

residence: Columbia, SC

education: High School

occupation: Retired

marital status: Singlr

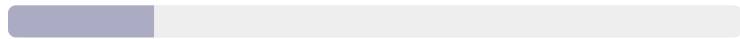


I want to go to the local park to feed the ducks but it's always so busy :(

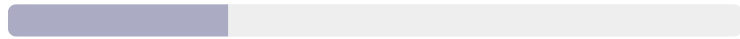
On the average day Grandma Betty wakes up early in the Moring to eat a bowl of oatmeal. She then goes to the near by park to feed the ducks and goes home to work on her knitting. In the evenings, she reads the newspaper that she picked up earlier in the day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to live independently

Needs

- Technology that is easy to use

Values

- Spending quality time with family

Wants

- Staying healthy
- Staying connected with family

Fears

- Stairs
- Large groups of people

Daniel Fitzpatrick

age: 19

residence: Columbia South Carolina

education: High School Degree

occupation: Student

marital status: Single



I dislike waiting in lines.

Daniel spends a lot of time in classes and at the gym. He is very busy.

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INTERNET



SOFTWARE



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SOCIAL NETWORK



Needs

- To be able to quickly see how crowded an area is
- To be as efficient as possible when doing activities
- Avoiding crowded areas with lines

Values

- His time
- Being able to be efficient

Criteria For Success:

Daniel wants to be able to waste as little time as possible when performing his everyday activities. He wants to find out when certain areas are least crowded to avoid wasting time waiting in line.

Wants

- Wants an easy to navigate app
- Wants to never wait in any lines

Fears

- Wasting time in line
- Not being able to get everything he had planned for the day done

Josh

age: 45

residence: Columbia, South Carolina

education: Master's Degree

occupation: Computer scientist

marital status: Married



"I hate crowded places"

Josh creates software for most of his day

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Create apps that facilitate people's lives.

Needs

- Create an app that let people know if a place is crowded
- Create an app that is easy to use
- Create an app that does not violate the privacy of the user.

Values

- Happyness
- Not wasting time
- Efficiency

Wants

- Have a lot of people use the app.
- Have multiple of locations available for users to see.

Fears

- Unexpected long lines.
- Wasting time.
- Being surrounded by people.