Jim Cannon

age: 19

residence: Lehigh University

education: Currently Studying Computer Science

occupation: Student

marital status: Married, single, with kids, without

I need to develop and expand upon this idea

Jim is juggling many projects and priorities. Jim is working on becoming the best possible student he can be, while also working towards an internship.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When a project delivers on its goal. When a project can give expectations for an application and actually show for the project. Have a project work exactly the way it is advertised.

Needs
- Tangible results
- To have the app give notifications whenever he is close to a water bottle station

Wants
- A better way to run
- A free app
- Usefulness on campus

Values
- Concrete expectations
- Results and feedback based upon data and analytics

Fears
- Wasting money
- Not being Eco-friendly

MOBILITY LABS

Jon Pearson

age: 20
residence: Spartanburg SC
education: Undergraduate
occupation: Student
marital status: Single

I would love to be able to plan my runs around water bottle refilling stations

Jon is a full time student at U of SC and is looking to take on a more active lifestyle in order to stay healthy.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

The product needs to run smoothly and have very little bugs

Needs

- - A map of water bottle refill stations to plan his running rout around.
- - The ability to track how much water he was refilled

Wants

- - A way to save a favorite refilling station
- - The ability to share things such as amount of water refilled with friends on the app

Values

- Qualities that he or she values
- High level planning is an example

Fears

- - A product that looses the saved information
- - A product that doesn't update when a station is out of order

Josh Stapleton

age: 19

residence: Columbia, SC

education: Currently studying Sports Medicine

occupation: Full time student

marital status: Single | No children

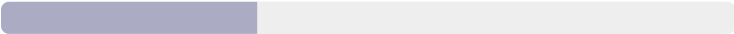## *I have problems finding water refill stations, so I love this idea!*

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A solid, usable product with little to no bugs.

Needs

- Excellent User Experience
- Easy to use design
- To have fun on the app

Wants

- Trendy UI
- A way to add friends on the app
- Challenges to overcome

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Fears

- Disappointing Users
- Using a bad product
- An app that doesn't work

Moira Hayes

age: 21
residence: Columbia, SC
education: Earned High School Diploma
occupation: Tutor
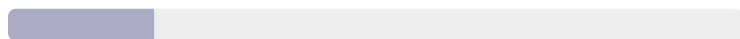marital status: Single

"Hydrating is my life!"

Moira is a full time student at University of South Carolina, and a tutor on the side. On the weekends, Moira leads a very active lifestyle and enjoys hiking and playing soccer.
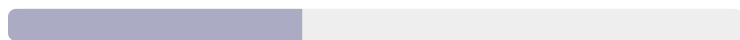
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

This project has to have a simple layout that makes it easy to navigate. On top of that, no glitches or bugs.

Needs

- Clear and simple directions on the water bottle map.
- Smooth experience from going to one station to another.

Wants

- A way to share which stations she went to with her friends.
- Being able to save her favorite stations.
- No ads.

Values

- Understanding everything.
- Freedom to make things unique to her.

Fears

- Using an app with hidden fees.
- Downloading an app that is slow.
- Being confused.

MOBILITY LABS