

# Olivia Krantz

age: 18

residence: Columbia, SC

education: University of South Carolina

occupation: Student

marital status: Single



*Man, walking on campus is rough with all this construction!*

Lives on campus and walks everywhere. Occasionally late due to long traffic lights and construction detours.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Available parking spots on campus, walking directions with construction factored in, up to date bus times.

## Values

- Easy user interface
- Easy login process

## Criteria For Success:

An app that has correct bus times, walking directions with construction, available parking spots.

## Wants

- Easily walk on campus in the easiest/most direct way.

## Fears

- Being late to a meeting
- Getting hit by a bus

# Steve Somethingson

age: 18

residence: Columbia, SC

education: University of South Carolina

occupation: None

marital status: Single



*I love walking through traffic (sarcastically)*

Can't remember routes. Good student who gets lost through traffic.

## Comfort With Technology

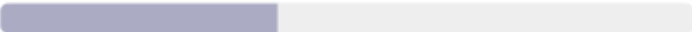
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Make it to class on time

## Values

- Time
- Effort

## Criteria For Success:

Notify where to go to make it to class on time and alert them of when to leave.

## Wants

- To walk to class
- Easy route
- Have time to spare

## Fears

- Getting lost
- Being late

# John Brown

age: 20

residence: Columbia, SC

education: University of South Carolina

occupation: Student Worker

marital status: Single and ready to mingle



*Walking to class wouldn't be so bad if I wasn't in constant fear a soccer mom on her phone is about to flatten me with her suburban tank!*

Drives to campus but walks around all day between classes.

## Comfort With Technology

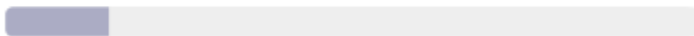
### INTERNET



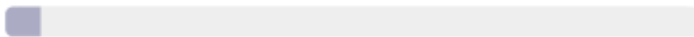
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

The ability to easily get across campus no matter the weather conditions or time of day.

## Needs

- Enough buses to hit each stop every ~5 minutes
- Adequate pedestrian walkways that are wide enough to have walkers and bikers

## Wants

- Buildings to be closer together (so walk times don't have to be long)
- Enough bridges/tunnels to take fast routes around campus that avoid crosswalks
- More streets like the Green Street section in front of Russel that don't allow cars

## Values

- Being on time
- Feeling safe/knowing others are safe
- Being eco-friendly

## Fears

- Getting hit by a vehicle while crossing the street
- Being late to class
- Getting a parking ticket for a mistake
- Getting into a car accident
- Getting stuck waiting on a train