Jeffrey McJefferson

age: 18
residence: State, city, or even neighborhood
education: High School Diploma
occupation: New college student
marital status: Married, single, with kids, without

A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An app that's very responsive and has more than enough information needed to easily maneuver through USC's terrible parking system

Needs

- Responsive user interface based on device/screen resolution
- Appropriately displayed information for each parking garage/lot (parking pass/hourly fees, restricted parking areas, clearly labeled hourly/parking pass entrances/exits, hours of operation, etc.)

Wants

- Live tracking of times when various parking garages/lots are most active/calmest
- Active tracking of which parking lots/garages are closest based on current location

Values

- Simple and clear app navigation
- Fast response time to display information appropriately (should be enough Google Maps API requests to give accurate info but not too many as to slow the application down)

Fears

- Little to no downtime during runtime of the app
- Updates/new features should not be intrusive/likely to harm user interaction

MOBILITY LABS

Name

age: 19
residence: Columbia
education: Some College
occupation: Student/USC ORec
marital status: Single

"Time is money and money is power and power is pizza and pizza is knowledge."

John usually spends his day going to classes, working at the rock wall, and then relaxing and playing video games during the evening. He also likes working with animals and gardening in his spare time.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Reduce the time it takes between entering his vehicle to arrival at class.

Needs

- App allows the choice of destination
- App displays viable options by precedence of time saving
- App navigates John to his parking destination

Wants

- Option to take most gas efficient route
- Display time saved and time taken
- Stats tracker for time saved
- Fun GUI

Values

- Time-saving efficiency
- Honest policies
- Reliability

Fears

- Tardies lead to grade penalties
- Doomed to a life of meritocratic existence due to bad grades
- App causes cell phone to explode

MOBILITY LABS

Micheal Brown

age: 32

residence: Texas

education: Master's Degree

occupation: IT

marital status: Single

I like turtles

Fixing hardware and good at understanding the root of issues
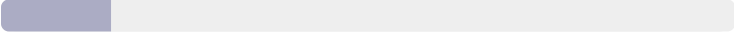
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An optimized and functional app that is able to be easily understood and accessible.

Needs

- Requires at least the lowest quality hardware
- Live updates
- Accuracy

Wants

- Easily navigable
- User input
- Feedback
- Cost info

Values

- Optimization
- Accessible information
- Customer feedback

Fears

- Car accidents
- Traffic jam
- Social confrontation

Ron Swift

age: 54
residence: Vegas
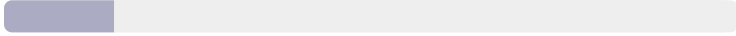education: GED
occupation: Racer
marital status: Married

race fast son

I'm always in a rush, in and out of parking spots

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Easy to Use

Needs
- Find parking spot
- No ads
- No social media logins

Wants
- Works with vehicles of different sizes
- 3D View
- Speed, fast app

Values
- Simplicity

Fears
- Having nowhere to park