

# 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

## Values

- Time-saving efficiency
- Honest policies
- Reliability

## Wants

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

## Fears

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