

Tired Tasha: Made by Emma McBride



General: Tasha is the grandmother of an incoming freshman at UofSC. She appreciates comfortable benches and good food. She loves when things are streamlined for easy use.

Criteria For Success: an easy-to-use app that provides sufficient data about the water fountains without taking time away from her grandchild's campus tour.

Needs feel comfortable while walking the campus and know where she can take a drink of water.

Wants her grandchild to stay excited about college without worrying about Tasha.

Values strategic seating and access to cold water.

Fears that the campus tour will last forever and she will never get to sit down.

"Education is the one thing that can't be taken away from you."

Michael Williams - made by Parker Lambert

age: 34

residence: Columbia, SC

education: BS Civil Engineering

occupation: Freelance Construction Consultant

marital status: Single



"I'm focused on my career."

Michael is often called to different areas of Columbia to inspect work and offer suggestions on construction design.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs ability to understand new areas of the city and where important things are
- Needs to stay hydrated

Values

- Values punctuality
- Values people who respect him

Criteria For Success:

Michael needs to be on time to the clients he's called to, and he needs to stay hydrated in areas that he's never been in before where he may be staying for hours.

Wants

- Wants to keep a water bottle and a snack on him
- Wants to get to his meetings quickly
- Wants to not be a burden to the people who are paying him to be there

Fears

- Fears being late to a meeting with a client
- Fears not being able to land any business
- Scared of clowns

Patty O'Furniture- Made by Zarria Jiles

age: 19

residence: Columbia, SC (UofSC Campus)

education: College Sophomore (High school diploma)

occupation: On campus worker

marital status: Single



"Healthy body healthy life."

Patty is very active. She often likes to work out or go for a run or walk in her free time. She does not like to add to her city's air pollution so when she can, she walks to all the places she needs to be. Patty is very devoted to her health regimen. She eats healthy and drinks lots of water.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She wants to be able to live a healthy happy life on her college campus while earning her degree.

Needs

- Not worry about running out of water
- Stress about having to buy a drink of water

Wants

- Stress free
- Healthy

Values

- Values reliability

Fears

- While on a run, she might overheat
- Choking in random places
- Doesn't have water to take daily pills

Ryan - made by Brian

age: 25

residence: South Carolina Columbia

education: Bachelor's in Acting and Theater

occupation: Professional Actor

marital status: Single ;)



"Is it hot in here or is it just me"

Ryan is constantly out of money to buy things to drink so water fountains are an absolute necessity.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Three meals a day
- Warm bed at night
- Time with friends and family

Values

- Honesty
- Humility

Criteria For Success:

The only thing that matters is that I am able to do what I am asked with results that exceed what was expected.

Wants

- I want to make everyone happy with the work I do
- A girlfriend

Fears

- Deathly afraid of the dark
- Heights
- Being alone with my thoughts at night, contemplating my existence and whether or not my life matters
- Spiders

Jeremiah Black - Made by Daniel Jones

age: 34

residence: Greensboro, SC

education: Highest level of education or training

occupation: Fine Arts Professor

marital status: Single



"Art plays a role in everything in life."

Jeremiah is on his fourth year being a professor at his local university. He feels like he is really getting the hang of teaching but needs to master maneuvering the campus. Jeremiah is a diabetic and consistently needs access to food and water to keep his medicine working to it's best ability.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

All of his students passing with flying colors.

Needs

- Easy to use interface
- Communication
- Music

Wants

- A strict schedule
- Broadway Shows

Values

- Student growth
- Products that will make life easier

Fears

- Literally terrified of dogs
- Kidney Failure
- Dying at a young age