

# John Stuart

age: 36

residence: Westchester, NY

education: BS Computer Science

occupation: Programmer/Software Engineer

marital status: Married with Kids



*"Who's gunna carry the boats?"*

John spends most of his day working at his software engineering job. He spends the remainder of his day with his family. He is also a member of his local weightlifting club.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

John needs to have access to the internet for success, and he needs to be working. John does not like to be out of his industry for long periods.

## Needs

- Support from family
- More Sleep
- Diversity in Projects

## Values

- Organization
- Family
- Creativity
- Honesty

## Wants

- A fast car
- Lots of money
- Move to Florida

## Fears

- Failure
- Syntax errors
- Poorly designed mobile apps

# Paolo Ghastly

age: 18

residence: Residence Hall (UofSC)

education: High School Diploma

occupation: Full Time Student

marital status: Single | No Children



*"I'm tired of these washing machines being full! I don't have time to do laundry in these conditions!"*

\* Classes During the Week

\* Assumed Laundry on Weekends or Late at Night

\* Broke

\* Limited Time

\* Student at the University of South Carolina

## Comfort With Technology

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## Criteria For Success:

He needs to be able to do his chores in an effective and efficient manner. This must be done with little difficulty, and he must be able to work this into his schedule.

## Needs

- Laundry Machine
- Food
- Shelter
- Time for Class
- Internet Access

## Wants

- Anything that will save busy time so that he may spend more time having fun.
- Laundry machines to be accurate and regularly available.

## Values

- Efficiency
- Ease of Use
- Cheapness
- Quality Living

## Fears

- Laundry Getting Stolen
- Cost Increase
- Getting Behind (Classes, Chores, Etc)



# Ricky Bobby

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

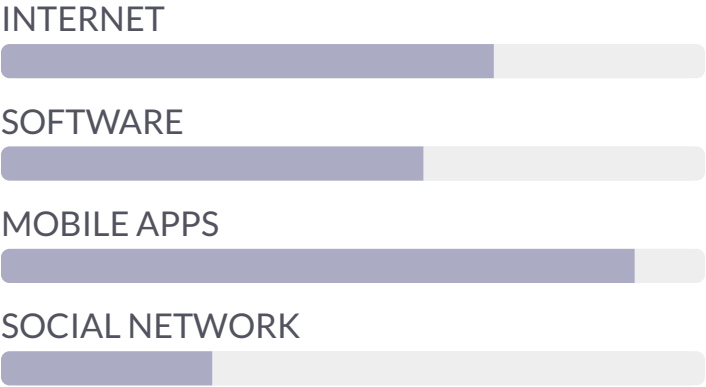
marital status: Single | No children



*I love this idea, and I can't wait to test it with our students!*

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



### Criteria For Success:

Students are able to accurately see openings in the laundry room from their phone without any error.

### Needs

- Excellent User Experience
- Functionality
- Accurate data tracking
- Empty laundry machines!

### Wants

- Easy to Grasp UI
- User feedback and manual reporting
- Accurate tracking

### Values

- Accurately track laundry machine usage
- Display empty laundry machines to users
- Manual reporting for errors

### Fears

- Disappointing Users
- Producing a bad product
- Inaccurate data
- Displaying incorrect data to users
- Inaccurately tracking laundry machines

# Max Verstappen

age: 50

residence: Columbia SC

education: PHD in Buisness

occupation: CEO of LaundryView

marital status: Married with a Family



*"Capitalism works, but so does customer service!"*

He is the CEO of the company which owns the washers and so he wants to ensure that they are making money from the business. He also owns LaundryView, so he would be the one allowing changes to occur.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Satisfied Customers

Higher Money Earned than Spent

Efficiency

Innovation

## Needs

- Customers to be taken care of as they are expected to be.
- Increased Profits
- Sustainability

## Values

- Openness to change
- Leadership
- Integrity
- Foresight

## Wants

- Ease of Installation
- Low Costs
- To Differentiate his organization from the rest of them.
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## Fears

- Costs are too high.
- This change will not be worth the effort.
- Is it even feasible?