Ron Swanson

age: **42**
residence: **Chapin SC**
education: **College**
occupation: **Student**
marital status: **Single.**

Man, I keep missing events. I just can't keep track of everything.

Likes to chop wood, and drink bourbon.

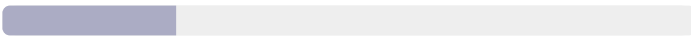## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Organization

Needs

- Simply interface design
- bigger font

Wants

- Automatic reminders.
- Easy editing.
- Autoloaded calendar.

Values

- Quality.
- Availability.

Fears

- Missing out
- late assignments.

MOBILITY LABS

Professor Smitons

age: 55

residence: Columbia, SC

education: Doctorate in Math
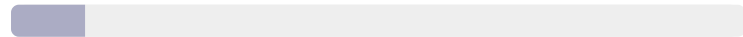
occupation: College Professor

marital status: Married

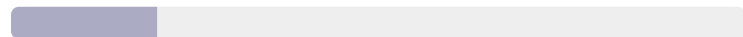## Calculus is all mental and numbers

I teach calculus 2 in college way too fast for the students to keep up and actually takes notes, I give everything back on paper and my TA puts it in the gradebook weeks later.
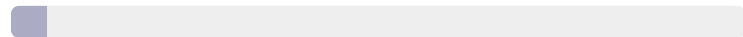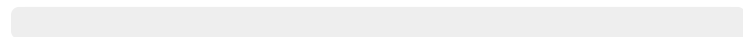
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Test Grades

Needs

- Dark Chocolate
- His morning black coffee
- Student's disspair of sequences and series

Values

- He values math and numbers above all else

Wants

- He wants to retire and stop teaching, but will teach for a long time.

Fears

- Coffee Creamer
- Facebook
- Blackboard
- Technology in general, besides youtube for cat videos.

MOBILITY LABS

Ricky Metzger

age: 20
residence: Columbia, SC
education: Bachelor of computer science
occupation: Graphic Designer
marital status: Single | No children

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

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.
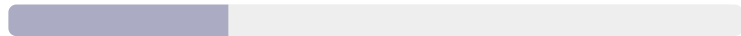
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Excellent User Experience
- To be involved in the Design Process
- Likes to keep clean UI

Wants

- Trendy UI
- To see User feedback before any major decision
- Make apps that are clean and nice to look at for the user.

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Fears

- Disappointing Users
- Producing a bad product
- Product does not help the customer

MOBILITY LABS