

Bill Greary by Gage Hulbert

age: 22

residence: Columbia SC

education: Bachelors Degree (BA)

occupation: Painter

marital status: Single | Possible Children?



Walking and parking sucks - Bill

Sean walks everywhere because he cant park his car.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I want to be lazy and know I can find a parking spot so I dont have to walk

Needs

- Reliable Parking Spaces

Values

- Not Walking as far

Wants

- Consistent Parking Spots
- Short walks

Fears

- Being Towed
- Getting Automotive Damage
- Paying Child Support