Micheal Brown

age: 32
residence: Texas
education: Master's Degree
occupation: IT
marital status: Single

I like turtles

Fixing hardware and good at understanding the root of issues

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An optimized and functional app that is able to be easily understood and accessible.

Needs

- Requires at least the lowest quality hardware
- Live updates
- Accuracy

Wants

- Easily navigable
- User input
- Feedback
- Cost info

Values

- Optimization
- Accessible information
- Customer feedback

Fears

- Car accidents
- Traffic jam
- Social confrontation

MOBILITY LABS

Ron Swift

age: 54
residence: Vegas
education: GED
occupation: Racer
marital status: Married

race fast son

I'm always in a rush, in and out of parking spots

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Easy to Use

Needs

- Find parking spot
- No ads
- No social media logins

Wants

- Works with vehicles of different sizes
- 3D View
- Speed, fast app

Values

- Simplicity

Fears

- Having nowhere to park

MOBILITY LABS

Jeffrey McJefferson

age: 18
residence: State, city, or even neighborhood
education: High School Diploma
occupation: New college student
marital status: Married, single, with kids, without

A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An app that's very responsive and has more than enough information needed to easily maneuver through USC's terrible parking system

Needs

- Responsive user interface based on device/screen resolution
- Appropriately displayed information for each parking garage/lot (parking pass/hourly fees, restricted parking areas, clearly labeled hourly/parking pass entrances/exits, hours of operation, etc.)

Wants

- Live tracking of times when various parking garages/lots are most active/calmest
- Active tracking of which parking lots/garages are closest based on current location

Values

- Simple and clear app navigation
- Fast response time to display information appropriately (should be enough Google Maps API requests to give accurate info but not too many as to slow the application down)

Fears

- Little to no downtime during runtime of the app
- Updates/new features should not be intrusive/likely to harm user interaction

MOBILITY LABS