

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



Needs

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

Values

- Optimization
- Accessible information
- Customer feedback

Criteria For Success:

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

Wants

- Easily navigable
- User input
- Feedback
- Cost info

Fears

- Car accidents
- Traffic jam
- Social confrontation

Ron Swift

age: 54

residence: Vegas

education: GED

occupation: Racer

marital status: Married

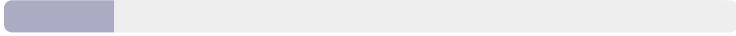


race fast son

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

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Easy to Use

Needs

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

Values

- Simplicity

Wants

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

Fears

- Having nowhere to park

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.

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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.)

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)

Wants

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

Fears

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