

Ricky Metzger

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

marital status: Single | No children



*"Proficiency demands focus; distractions pave the road to mediocrity.
Leave parking lots to the experts and get the work done."*

One significant source of frustration in Ricky's life is the issue of implementing parking lots. It's a problem that he finds particularly irksome, perhaps due to logistical or organizational challenges, which can be a significant source of stress for him.

Comfort With Technology

INTERNET



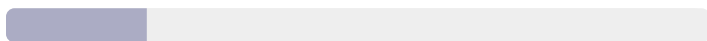
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

The condition and management of the parking lot on campus are areas where they see significant room for improvement and can sometimes become a point of personal anguish.

Needs

- Specialization and focus
- Problem Resolution in Parking Lots
- Established best practices

Wants

- Seeks those extraordinary touches in life that aren't obligatory but bring him immense satisfaction and joy.

Values

- Expertise
- Efficiency and Reliability
- User-Centric Approaches

Fears

- Resource Drian
- Environmental Impact



John Doe

age: 20

residence: Columbia SC

education: College

occupation: Student

marital status: Single



I want to find parking spots easily

John goes to class everyday and has to commute to school.

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Needs

- Needs to get to class

Values

- Timeliness
- Consistency

Criteria For Success:

John likes to get to class on time, and he does not want to waste time finding parking

Wants

- Wants to not be late
- Wants a guaranteed parking spot

Fears

- Showing up late to class
- No parking spots

John Parker Lots

age: 19

residence: Chapin, South Carolina

education: High School

occupation: Student

marital status: Single



I love to eat white bread and pay for my parking wowie!

I live approximately 30 minutes away from the University, meaning I have to drive to downtown Columbia every day. Finding a parking spot is incredibly difficult for me due to numerous other students and people having work or educational opportunities downtown, especially if I'm late and all parking spaces are already occupied.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A sufficient place to park for people, especially students.
- Ability to pay or reserve for parking.

Values

- Good and quick communication and notification on sudden changes.

Criteria For Success:

A good parking space that fulfills his needs and some of his wants.

Wants

- Lots of space between cars so parking into and backing out of parking lots is easy and without hassle.
- Knowing when parking spots are open or will be open.

Fears

- Not being able to find a parking space.
- Having to park in a towing-enforced area specifically for customers.
- Backing out of tight parking spaces and risking contact with other cars.



Melvin Bovelvin

age: 22

residence: Irmo SC

education: Student at USC

occupation: USC Columbia Student

marital status: Single



Thats my purse I dont Know you

Is a commuter student who has classes later in the day. Computer Science Major

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Criteria For Success:

Open source apps that work on all platforms

Needs

- Open Source
- Fast and non bloated
- Accurate parking data

Wants

- No personal information stealing
- Straight to the point UI

Values

- Privacy
- Efficiency
- Linux
- Open Source
- Time

Fears

- People
- Small and Big Animals
- Proprietary Software
- Social Interaction
- Sunlight