Sidney

age: **18-24**
residence: **Columbia**
education: **High School Diploma**
occupation: **College Student**
marital status: **Single**

There's never parking anywhere.

Sidney starts her day by driving to the University of South Carolina to attend her classes. She might eat or study on campus during time between classes, and then will drive back to her home/apartment.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

The website needs to be able to identify and direct her to available parking near her classes timely and efficiently.

Needs

- * To be able to change language preferences.
- *For the app to be accurate, as it's very likely this person might be on a time crunch some days.
- *An easy way to indicate that the spot that I took is not available anymore.
- * To have all available lots and parking spaces included.
- *To be able to recognize which lots are for which parking pass holders!!!
- *To know what buildings are closest to what lots.

Wants

- * To be able to incorporate your weekly schedule into the app so that it shows spots where you near where your class is as soon as you open the app. (Almost like favoriting specific lots.) This would be a different tab than the home page.
- * To automatically show available spots near you if you open the app (Maybe at the top for convenience)
- * Easy to navigate the app, this person doesn't have time to use it if it's too complicated. (Also just might not want to!)

Values

- *Timeliness
- *Efficiency
- *Ease/Simplicity
- *Quickness

Fears

- *That the app takes her somewhere with no parking spots available, which makes her late to class.
- *That the space the app shows to her isn't actually the open one.
- *For the gps to be accurate!

MOBILITY LABS

Peter Parker

age: 23
residence: new york
education: Bachelors in Biophysics
occupation: Photographer, Network admin, scientist
marital status: Single

Creating better parking for students

Spends most time getting outside, likes taking photos, and working on personal projects at home. I have a great work ethic but I am prone to being late but my work is more than outstanding.
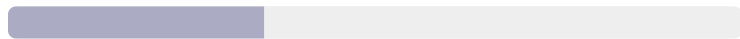
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Secluded work desk needed and flexible time spaces.

Needs

- the app needs to send me the complaints sent in by students
- need to make sure the app can send me notifications for updates

Wants

- would like to make the app able to send ping locations of where there are problems so that we can know where to fix

Values

- making people happy with there parking situations
- hopefully eliminate traffic due to people looking for parking spaces

Fears

- app crashing
- people not updating parking spots
- unauthorized parking

MOBILITY LABS