Justin (Student)

age: 18-24
residence: University of South Carolina
education: High School Diploma
occupation: Student
marital status: Single

"I'm tired of losing my meal slip because of carelessness!"

Justin is a student who usually spends a lot of Carolina Cash. Unfortunately, he has a bad history with most of the restaurants because they keep losing his meal swipe.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

The app must be able to track his food and tell him when it is ready.

Needs
- Must be able to place an order via app
- Must track meal swipe
- Must notify when order is ready

Wants
- Show wait times of all nearby restaurants
- Show menus of restaurants

Values
- Shows how much Carolina Cash you have
- Be able to deposit cash via app

Fears
- App must work on wi-fi
- May take a while for app to update
- Times listed may not be 100% accurate

MOBILITY LABS