

# Sam Smith

age: 30s

residence: Columbia, South Carolina

education: College Degree

occupation: Admin

marital status: Married without kids



*I want to help this company grow.*

Likes to hang out with wife.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

The app works as it is intended

## Needs

- -Stable Internet
- -Support from higher ups

## Values

- -Leadership

## Wants

- -Work from home
- -High pay

## Fears

- -Not working up to potential
- -Failure

# Rick Foster(Boss)

age: 44

residence: Columbia, SC

education: Bachelor degree in Busniess Managment

occupation: Wendy's Manager

marital status: Married with one kid



*"With a good work ethic, great things can be created"*

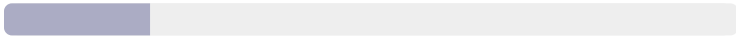
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To have the majority of his customers satisfied with their experience and food

To have a stable amount of customers on a daily basis

To have highly motivated and efficient staff

## Needs

- He needs an app or system to keep track of order tickets
- He needs suggestion for incentives to keep his workers motivated
- He needs updates for errors in his worker's efficiency

## Wants

- His son to be successful
- To have relaxing retirement
- He wants a yacht

## Values

- Positive attitudes
- Dedication to person's craft
- Respectful enviornments

## Fears

- He fears to lose his job
- He fears that his son will run into trouble
-

# 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

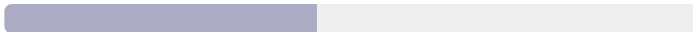
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

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

## Values

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

## Criteria For Success:

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

## Wants

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

## Fears

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

# Geraldine Walker

age: 53

residence: Columbia, SC

education: Some college

occupation: Chick-fil-a employee

marital status: Married with kids

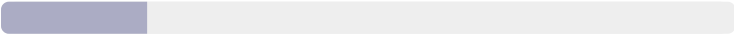


*"Too many kids are having to miss meals because of our system!"*

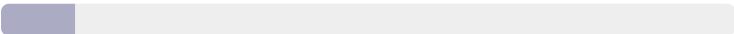
Geraldine loves her job and interacting with the students, however, it's become harder for her to enjoy her job when the students and her coworkers are so stressed over misplaced orders

## Comfort With Technology

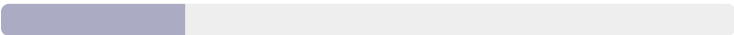
INTERNET



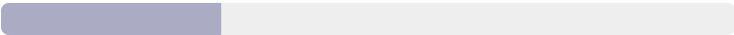
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Simple design
- Chronological order
- Realistic wait times

## Values

- Cooperation
- Teamwork
- Efficiency

## Criteria For Success:

A simple system that is easy to use even for someone like her with little technological experience. The system should make ordering food a more enjoyable experience for both the students and employees.

## Wants

- Color coordinated design
- Large text

## Fears

- Kids not getting their food
- People getting upset over wait times
- Mice