Teresa Hart, by Taylor Matthews

age: 18

residence: Albuquerque, New Mexico

education: Freshman at UofNM

occupation: Part-time cashier

marital status: Single

"My friends call me traveling Teresa!"

Carrie is majoring in business at the University of New Mexico. Her days are often busy; she has to wake up at 7AM and drive from her home to campus by 8:30AM. She has three classes a day, with some often only having less than 30 minutes of walking time in between each class. She is often in risk of missing classes since some of their locations are just so far from each other. Since she is a freshman, and has yet to fully adapt to college life, she is not quite familiar with her campus quite yet and is struggling to get around.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Carrie wants to feel more in control of the time she has. She wants to be confident in where she is going and conserving all of her energy for her most important tasks.

Needs
- A better way to navigate around
- To be aware of where she is when in an unfamiliar place

Wants
- An app that is simple and easy to use
- Suggestions on routes and shortcuts around her campus
- Knowledge on where to go if there is an emergency

Values
- Time management
- Organization
- Being hardworking and focused
- Traveling and socializing with friends and family

Fears
- Being late to class
- Falling behind on schoolwork
- Not being able to balance school with her personal life

MOBILITY LABS

Matthew Connoway

age: 50
residence: Conway, South Carolina
education: Masters in Computer Science
occupation: Software Engineer
marital status: Married with 3 kids

" Work hard, work harder"

Matthew is a Software Engineer who resides in Conway, South Carolina. He is one of the many engineers within the company that is assigned with designing the University Navigating App. When designing programs in general, Matt takes a user-friendly approach, considering how the program would work for all ages.

Comfort With Technology

INTERNET

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Criteria For Success:

Matthew's holds himself to a very high standard. He believes that programs should be very precise, while also being functional to its specific audience.

Needs

- A Functional Program that individuals on campus can use to navigate themselves around campus
- An easy-to-use program
- Location Tracking
- Program that expands to other Colleges

Wants

- Program design to change based on University selected
- Weather Integration
- Class Schedule Integration
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Values

- User Privacy
- Reliability and Accuracy
- Consistent Updates

Fears

- Tracker Accuracy
- Program Functionality
- Satellite Connectivity
- Accuracy

MOBILITY LABS

Rebecca Haley

age: 27

residence: Columbia, South Carolina

education: Bachelor's Degree in Computer Science

occupation: App Developer/Project Lead

marital status: Single, without kids

"My goal is to create appealing and useful tools to help others!"

Rebecca went to the University of Ohio to study computer science with a minor in business administration. Rebecca always had busy schedules and often found it difficult to find quick and reliable routes to her classes. Her and her team had an idea for an application to help students with the same problem she had during college. She has devoted her life to helping others and wants to continue helping on a larger scale.

Comfort With Technology

INTERNET

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Rebecca wants to help students with a struggle she went through herself. Her goal is to create an app with her team to solve that problem. Rebecca wants it to be easy to use, accessible, and accurate.

Needs

- Funding
- Creative inputs
- Legal clearance for location and tracking purposes
- Open, creative minds

Wants

- An app that is accessible and easy to navigate
- Accuracy even with construction or other external obstacles
- An appealing app

Values

- Hard work
- Constructive criticism
- Enthusiasm
- Communication

Fears

- Legal issues
- Not enough funding
- Inaccurate map features

MOBILITY LABS

Sarah Gray

age: 33

residence: Raleigh, North Carolina

education: Bachelor in Computer Science, Masters in Management

occupation: Administrator

marital status: Single

A quote from to help define their voice and personality.

Sarah is a tech-savvy professional in her early 30s, always dressed in a neat and casual style that reflects her love for gadgets and modern design. She's known for wearing stylish glasses that enhance her tech-savvy image. She often carries a tablet or smartphone to stay connected and troubleshoot issues on the go.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Sarah is deeply committed to ensuring that users of the app have a smooth and frustration-free experience. They want users to rely on their app for accurate and up-to-date navigation information. Customer satisfaction is a top priority.

Needs

- Accuracy and Reliability
- Data Security

Wants

- Efficiency
- Continuous Improvement
- User Satisfaction

Values

- Data Privacy: Protecting user data is non-negotiable
- Transparency
- Innovation

Fears

- Negative User Feedback
- Security Breaches
- Losing User Trust
- Inefficient Maintenance

MOBILITY LABS