

Moira Hayes

age: 21

residence: Columbia, SC

education: Earned High School Diploma

occupation: Tutor

marital status: Single



"Hydrating is my life!"

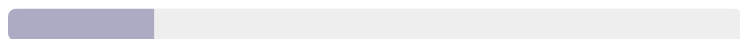
Moira is a full time student at University of South Carolina, and a tutor on the side. On the weekends, Moira leads a very active lifestyle and enjoys hiking and playing soccer.

Comfort With Technology

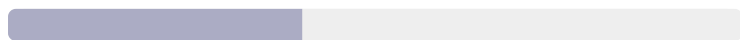
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

This project has to have a simple layout that makes it easy to navigate. On top of that, no glitches or bugs.

Needs

- Clear and simple directions on the water bottle map.
- Smooth experience from going to one station to another.

Values

- Understanding everything.
- Freedom to make things unique to her.

Wants

- A way to share which stations she went to with her friends.
- Being able to save her favorite stations.
- No ads.

Fears

- Using an app with hidden fees.
- Downloading an app that is slow.
- Being confused.