Joan Perez

age: 26
residence: Columbia, SC
education: Bachelors Degree
occupation: Teacher
marital status: Single | No children

My students come first in everything I do.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but also now realizing how much she needs to improve. She wants to get better, but also wants to be smart about it.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

To see all of her students grow 1.5 grade levels.

Needs
- Mesaureable impact
- To have project keep the campus safe

Wants
- Something that doesn't take long to setup
- Products that integrate with other existing technology

Values
- Time savings
- Products that easily fit into her current workflow

Fears
- Starting something that isn't sustainable
- Someone else has already built what she needs

Ricky Metzger

age: Early 20's
residence: Columbia, SC
education: Bachelor Degree of Fine Art (BFA)
occupation: Grad Student
marital status: Single | No children

I love this idea, and I can't wait for it to keep our campus safe!

Ricky works hard everyday in a secure lab on campus. He prefers to use existing best practices before inventing new paradigms.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Protecting years of research and creating a safer environment for students and staff

Needs
- Absolute security
- Ease of use

Wants
- More recognition steps
- To see User feedback before any major decision

Values
- Detailed communication
- Decisions backed up by user research

Fears
- Break ins at the lab

Sean Perkins

age: 33
residence: Columbia, SC
education: Bachelors Degree (BA)
occupation: Business Owner
marital status: Single | No children

I think this idea could work, I just need to put more energy into it.

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

Comfort With Technology

INTERNET

SOFTWARE

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SOCIAL NETWORK

Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs
- Tangible results
- To have project self manage

Values
- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

Wants
- Reliability
- See results before spending more money

Fears
- Failure
- Wasting money
- Being too hasty

Scenarios:
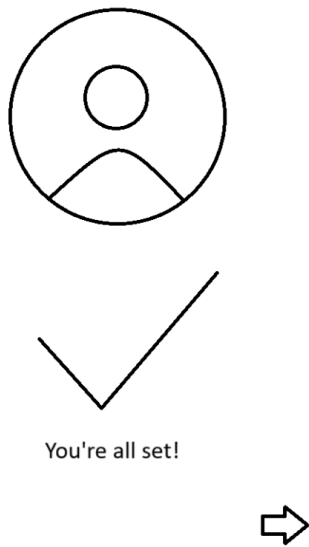1. Joan signs up for the new UofSC security system: UltraSafe

Ultra Safe!

1
Scan!

2
Swipe!

3
Biometric!
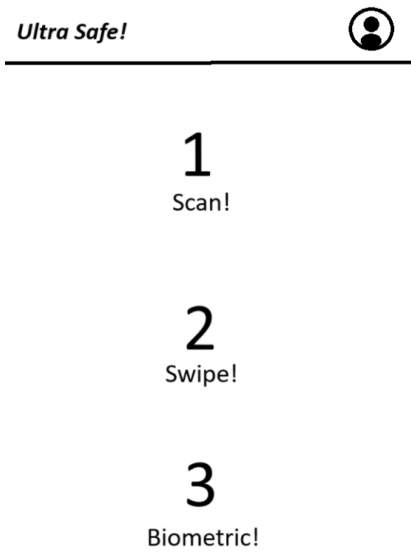
This is the home page Joan
will sign up by clicking on the
profile picture in the top right

First Name:

Last Name:

Email:

USCID:

Joan must put in all
necessary information.

Place Your Finger in The Circle
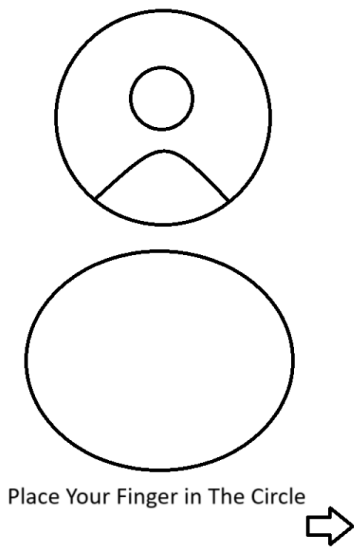
Joan sets up her biometric
check within the app

You're all set!

Joan has finished setting up
her UltraSafe account!

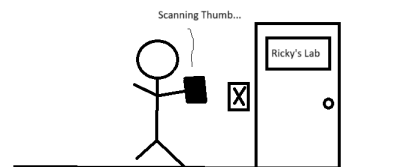2. Ricky enters his lab using the triple-step verification
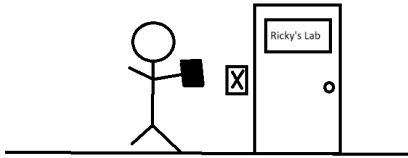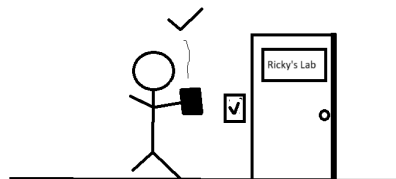
Ricky approaches the door to his lab
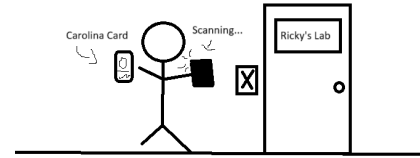
He scans his Carolina card to gain access to the swiping function
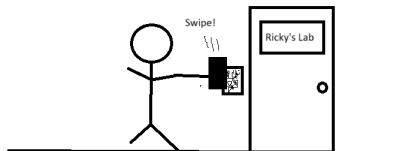
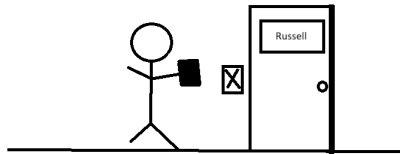He then swipes his phone on the pad next to the door to connect the two devices

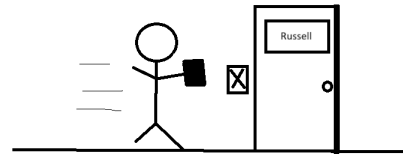He then scans his biometric key to gain access
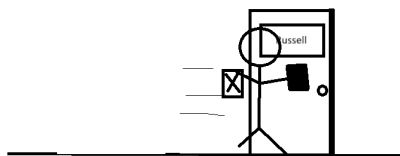
He is allowed in to do his work

3. Sean tries to enter a UofSC building but is not authorized as he is not in the UltraSafe system
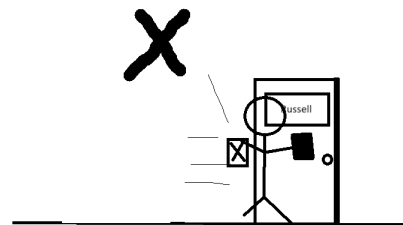

Sean approaches russell house in hopes of a late night snack

He rushes for the door and does not notice the new ultrasafe security system installed

He is stopped in his tracks as he has not done the proper authorization sequence to open the door

Finally the system sounds an alarm as Sean continues to try to enter without proper authorization