

Emily Watts (Matt McGovern)

age: 21

residence: Columbia, SC

education: College Student

occupation: None

marital status: None



I love partying and charity

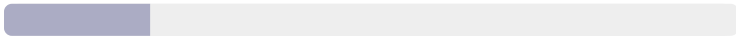
Emily is in AXO, she loves going to five points. Emily is on the move all day but does not have a car. She finds herself walking to places, or ubering. She also has a job at Village Idiot as a server.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Emily needs a form of transportation to get where she needs to go throughout the day at a reasonable price.

Needs

- Safe transportation
- Friends

Values

- Her job
- Her Sorority
- Going downtown

Wants

- Rides to where she needs
- A safe experience

Fears

- Not having a safe ride
- Paying lots of money for transportation
- Not getting to five points to beat a line