Richard Hardiman (Owner)

age: 45
residence: Greenville, SC
education: Bachelors in Computer Science
occupation: Full stack developer
marital status: Married with 3 kids

"Just trying to fix a simple problem to make life easier."

Richard loves his kids and they are his life, but to make a living he creates apps for a living and is a hybrid worker. Richard has an office but he prefers staying home to be closer with his kids. He takes them to school every morning to help his wife, and makes all their meals (he thinks he's a chef). He also spends his nights coaching his youngest soccer team.
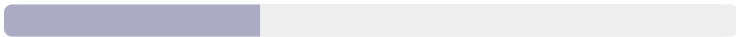
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
He is worried for his oldest daughters first year at college and knows she is stressed. He needs to make an app that will help her navigate her way through it physically and mentally.

Needs
- Need a team of mobile app developers.
- Needs to find how to incorporate maps into his app.
- Need to make it directed towards college students.
- Needs to know the needs of college students and where they have difficulties.

Wants
- Wants to make a spot where all events on campus can be found easily.
- Wants to make a safe space for students to connect.

Values
- Very well organized.
- Kind but strict on getting what needs to be done, done.

Fears
- Fears his daughter going to college and being alone.
- Scared of having his soccer team lose.

MOBILITY LABS

Tiger Johnson

age: 21

residence: Augusta, Georgia

education: High School Diploma

occupation: Computer Engineering Intern and Student at the University of South Carolina

marital status: Single

"Quality food is an essential part to a productive day"

Tiger Johnson is a studious student at the University of South Carolina and intern at Five Points Technology. Tiger spends most of his time improving his coding skills since he is taking classes on the weekend along with his rigorous software internship. Tiger is a rather wealthy young man as his parents have attained substantial wealth. Because of Tiger's financial freedom, he prefers to eat out most of the time and enjoys trying new restaurants and delis in Columbia. Tiger plays a moderate role in social media as he enjoys posting videos and reviews of new food places he tries. Tiger also enjoys getting exercise outdoors, so he will often walk or jog to his desired food areas before he eats a big meal. Tiger enjoys finding scenic ways to get to his desired locations because sometimes walking along busy roads makes him overwhelmed. Tiger lives a productive and balanced life and enjoys what he does.

Comfort With Technology

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SOCIAL NETWORK

Criteria For Success:

Tigers food reviewing hobby plays a crucial role in his life as it makes him happy and often acts as a stress reliever when his work/school life gets busy. Tiger needs a functioning system to tell him how to get to the best restaurants and delis around Columbia by scenic route.

Needs

- Scenic routes to class, work, and food places
- Quality meals every day
- Productive walks and exercise

Wants

- Wants success in the Software Industry
- Wants a side profession of food reviewing
- Wants to make his parents proud

Values

- Good food
- Well functioning code
- A busy yet fulfilling lifestyle

Fears

- Failing his classes
- Not keeping up to expectations at his internship
- Busy roads

MOBILITY LABS

Josh Maverick Rango

age: 20
residence: Chicago, Illinois
education: High School Diploma
occupation: Exercise Trainer
marital status: Single

Light hearted, full of energy, mentally stable, healthy, motivated
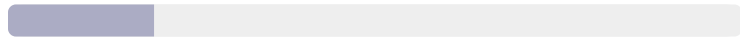
Josh Maverick Rango, a 20-year-old full-time student and exercise trainer, leads a dynamic and disciplined life. He balances his mornings between a nutritious breakfast and rigorous personal training sessions at the gym or outdoors. In between, he schedules client consultations and keeps up with the latest fitness trends to stay current in his field. Josh also maintains a strong online presence through social media, sharing fitness content. In the evenings, he dedicates time to his own workouts, ensuring he's in great shape despite the demands of his student and work life. After a productive day, he relaxes with friends, family, or hobbies, prioritizing a good night's rest to recharge. Josh's life revolves around the dual roles of being a student and a dedicated exercise trainer, all while focusing on self-improvement and personal wellness.

Comfort With Technology

INTERNET

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He needs to know the best way to get to his classes and the gym on campus because he is new to Columbia and needs to learn how to navigate around campus in the most efficient way possible as he takes care of his time because of his clients

Needs

- Campus locations
- Easy and fast access to class locations
- Schedule planner imbedded
- Gym operating times

Wants

- A tab that will be able to connect with Microsoft Excel so he could manage his clients
- A way to take notes for classes
- A way to easily connect to your professors

Values

- High level planning
- Organization
- Education
- Well-being

Fears

- Failure
- Being nothing in life
- ruining his life without him knowing

MOBILITY LABS

Jerry Bob |||

age: 20

residence: Cleveland, Idaho

education: Georgian Institute of Animal Keeping

occupation: ZooKeeper

marital status: Married

"I am the one who knocks" - Walter White

I am Jerry Bob the Third. I enjoy playing sports, hanging out with my pals, and bird watching. My favorite sport is cricket and I have played it all my life. I am a big fan of going to see movies. My favorite kinds of movies are about animals. This is why I chose to become a ZooKeeper. My favorite animal is the koala because it reminds me of myself., Slow and Lazy.
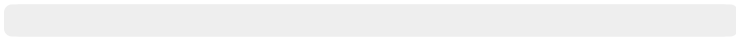
Comfort With Technology

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Criteria For Success:

In order to be successful Jerry Bob needs to not be stressed out. He likes to do things in a timely manner and never be in a rush. He needs to be able to balance his work, school, and friends, not letting school take over

Needs

- - More time in the day
- - Healthier Food Options
- -Faster traveling routes to class

Wants

- -To be able to teleport
- -To learn how to backflip

Values

- Time with friends
- Balance

Fears

- Not being a good Zoo Keeper

MOBILITY LABS

Ulrich Ulrichson

age: 37

residence: Scandinavia

education: Pursuing a 4 year degree

occupation: Student

marital status: Married, 4 children
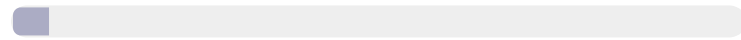
"The Norse gods are with us"

* Wake up
* Pillage
*Feast
*Grog
*Skaal
*Sleep

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Successfully leading a raid, making the journey of life and reaching the goal of Valhalla.

Needs

- Ulrich needs lots of hearty food
- Mead
- Riches
- Efficient route to class
- Dietary Needs

Wants

- A trusty axe
- A proud son
- A faster, stronger raiding boat

Values

- Values
- Work Heavy Life

Fears

- Dying a dishonorable death
- Losing his eldest son
- Niflheim