Charles Clay - Nathan Nicodin

age: 42
residence: Columbia, SC
education: University of South Carolina
occupation: English Professor
marital status: Married | 3 kids

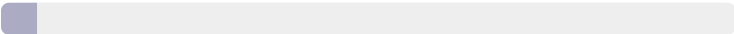*"Why is there always traffic when school gets out."*

Charles spends his time grading papers, watching TV, and playing with the dog.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

To be successful, Charles needs his students to turn in work on time and spend time with his wife and kids.

Needs

- Commas
- Get the kids to school on time
- A nice home-cooked meal

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Values

- Time
- Quick Parking
- Family time

Fears

- Being late to drop the kids off at school
- Stuck in traffic
- Slow walkers
- A student using incorrect grammar

MOBILITY LABS