

William Goshire

age: 82

residence: Retirement Home

education: High School Diploma

occupation: Retired Construction Worker

marital status: Widowed

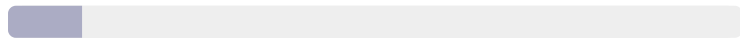


"If it ain't fixed, don't break it."

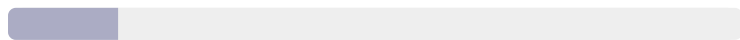
William spends his days sitting in the retirement home watching TV and talking to the other retirees. His grandkids have recently enrolled in college and he is visiting and wants them to take him to see the campus. He is in a wheelchair after a tragic construction accident that paralyzed him from the waist down.

Comfort With Technology

INTERNET



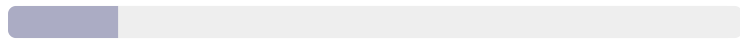
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A wheelchair
- Easy interface

Values

- Spending time with his grandkids
- Seeing campus
- Being outside

Criteria For Success:

William needs to be able to successfully traverse campus based off the information that the app gives him.

Wants

- To leave the retirement home god someone help him
- To be able to successfully traverse the area

Fears

- His family not visiting