

# Rupert Griffin

age: 18

residence: Columbia, SC

education: High School Diploma

occupation: College Student

marital status: Single



*Listen. I dont got time to forget that something needs to be done. Also people interfering is a major NO*

I'm a student at UofSC with limited time, broke and really have time to do anything and relax on weekends.  
Business is NOT it. help...

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He needs to be able to what he needs successfully. Always doing something so having what he needs to go his way would be a major benefit for him.

## Needs

- Needs to be easy to use
- Work efficiently and accurately
- Give me confidence that I can rely on this app
- Let me know how much I have left on the washing machine/Dryer
- Let me know when the wash is done/dryer

## Wants

- Have my laundry stay inside the machine while I'm gone.
- let me know if the machine stopped for whatever reason
- let me know if someone took my items out
- have a nice alarm sound that will motivate me to go get them

## Values

- Simple button to let me start the timer
- Simple button to let me turn off the time completely (NO PAUSING)
- Have an alarm running until the laundry is taken out from either machine.
- Have the person actually use the app to time them on their laundry and take it out with little to no delay on waiting.

## Fears

- Laundry Getting Stolen
- Cost Increase
- Getting Behind (Classes, Chores, Etc)

- -have a penalty for taking too long to remove laundry
- -Machine doesn't turn on until you scan the qr for the app to run

# Ricky Bobby

age: Late 20's  
residence: Washington, DC  
education: Bachelor Degree of Fine Art (BFA)  
occupation: Designer  
marital status: Single | No children



*I love this idea, and I can't wait to test it with our students!*

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

## Comfort With Technology

### INTERNET



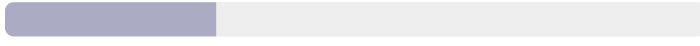
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Students are able to accurately see openings in the laundry room from their phone without any error.

## Needs

- Excellent User Experience
- Functionality
- Accurate data tracking
- Empty laundry machines!

## Wants

- Easy to Grasp UI
- User feedback and manual reporting
- Accurate tracking

## Values

- Accurately track laundry machine usage
- Display empty laundry machines to users
- Manual reporting for errors

## Fears

- Disappointing Users
- Producing a bad product
- Inaccurate data
- Displaying incorrect data to users
- Inaccurately tracking laundry machines

# John Stuart

age: 36

residence: Westchester, NY

education: BS Computer Science

occupation: Programmer/Software Engineer

marital status: Married with Kids



*"Who's gunna carry the boats?"*

John spends most of his day working at his software engineering job. He spends the remainder of his day with his family. He is also a member of his local weightlifting club.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

John needs to have access to the internet for success, and he needs to be working. John does not like to be out of his industry for long periods.

## Needs

- Support from family
- More Sleep
- Diversity in Projects

## Wants

- A fast car
- Lots of money
- Move to Florida

## Values

- Organization
- Family
- Creativity
- Honesty

## Fears

- Failure
- Syntax errors
- Poorly designed mobile apps

# Paolo Ghastly

age: 18

residence: Residence Hall (UofSC)

education: High School Diploma

occupation: Full Time Student

marital status: Single | No Children



*"I'm tired of these washing machines being full! I don't have time to do laundry in these conditions!"*

\* Classes During the Week

\* Assumed Laundry on Weekends or Late at Night

\* Broke

\* Limited Time

\* Student at the University of South Carolina

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He needs to be able to do his chores in an effective and efficient manner. This must be done with little difficulty, and he must be able to work this into his schedule.

## Needs

- Laundry Machine
- Food
- Shelter
- Time for Class
- Internet Access

## Wants

- Anything that will save busy time so that he may spend more time having fun.
- Laundry machines to be accurate and regularly available.

## Values

- Efficiency
- Ease of Use
- Cheapness
- Quality Living

## Fears

- Laundry Getting Stolen
- Cost Increase
- Getting Behind (Classes, Chores, Etc)