Justah Grad

age: 23

residence: Columbia, South Carolina

education: Bachelors in Art (BA)- College of Charleston

occupation: Teaches English courses at UofSC

marital status: Single

"I wish that I could actually rely on the Trans-Loc app to get to my courses on time!"
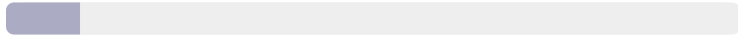
Justah Grad is currently working on getting their master's degree in English. When they're not busy going to classes or working on their thesis, they teach ENGL101 in the Humanities Building and ENGL463 in Darla Moore. Justah has a big problem, though: They teach these courses on the same day, and there's only 20 minutes between the courses! Justah has to rush to Darla Moore after their 101 class, since the buildings are a 15 minute walk apart, and often just barely makes it in time. Justah wishes that the Trans-Loc app reliably listed routes and bus departure times so that she didn't have to complete a 15 minute sprint twice a week.
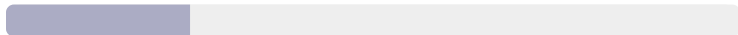
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Completing her Master's, not losing her job by being late to class, a reliable bus route to and from Humanities and Darla Moore.

Needs
- A quicker, less physically draining way to travel across campus

Values
- Punctuality
- Reliable technology

Wants
- Her Master's Degree
- Approval from the head of her department

Fears
- Being late to her courses
- Getting fired from her job

MOBILITY LABS

Jeff

age: 18
residence: Columbia SC
education: High School Graduate
occupation: Cashier
marital status: Single

"When something starts at a specific time, you show up 5 minutes early."

He spends his free time reading and playing video games, but also studies when he needs to.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

To have a complete understanding of what he needs to impress his boss/professors

Needs
- To be on time for his classes
- To make money

Wants
- To pass all of his classes
- To be on time for work

Values
- Timeliness
- Hard work

Fears
- Being late to anything
- Failure

MOBILITY LABS

Justah Stoodint

age: 18
residence: Columbia, SC
education: High School
occupation: Student
marital status: Single

"I have classes all around campus and not enough time to get there! I wish the Trans-Loc app was more reliable."

Justah is a freshman at UofSC, and she was late to register for her classes. Due to this, Justah's classes are very inconveniently spread around campus back-to-back. In order to get to class on time, she would either need to sprint with a 40 pound backpack or utilize the Trans-Loc App to track buses and get there on time. Unfortunately, she misses the bus because of incorrect times listed or the unreliability of routes.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Having a reliable app to let her know the timings of buses and routes, or an updated Trans-Loc app with improved features.

Needs

- - A reliable way to get to classes across campus on time

Values

- - Reliability
- - Punctuality

Wants

- - To get to class on time
- - Academic Validation

Fears

- - Being marked absent in class
- - Failure

Stephen Johbs

age: 19
residence: Columbia, SC
education: Undergraduate
occupation: Full-time Student
marital status: None

It's annoying trying to catch a bus and not knowing when it will arrive. All other apps are too inconsistent!

Stephen is a sophomore used to the limitations and issues of the current bus tracking apps. He has to plan well in advance in order to catch a bus. All current solutions aren't adequate for him.

Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
What's needed in order to make him or her feel successful.

Needs
- Food, water, shelter, bus routes.
- Accurate times of arrival
- Where all bus routes go
- Mapping of nearby locations
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Wants
- To have pinpoint accuracy on where busses are at all times.
- To be able to schedule classes around what bus routes are available
- To see closure of stops and routes in real-time
- To see any traffic jams or trains causing delays

Values
- Reliability
- Speed
- Accuracy

Fears
- Failing Classes.
- Missing Classes.
- Attending Classes.
- That one thing he said 4 years ago that he's never forgotten about.
- Spiders.

M●BILITY LABS