

# Kaden Gibson, by Philip Howe

age: 27

residence: Columbia, South Carolina

education: High School

occupation: Uber Driver

marital status: Single



*"Be yourself; everyone else is already taken."*

Kaden spends most of his day working as an Uber Driver. He was a finance major at UofSC that dropped out but wants to finish his degree.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Provide great service and quick drives to his riders

## Needs

- Alternate directions to get around stopped trains
- Alerts when trains are blocking crossings

## Values

- Delivering a great experience to riders
- Success

## Wants

- Train schedules to help plan routes ahead of time

## Fears

- Not being able to become anything more than an Uber Driver
- Getting a bad review from getting stopped by a train