Addisson Smith

age: 21

residence: California

education: PhD

occupation: Product Manager
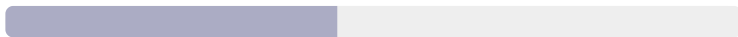
marital status: single

THE PROBLEM OF PARKING

I struggle daily on how to find a balance between my social and educational life

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I want to build a successful clothing brand, be an academic weapon, and be social media famous.

Needs
- a college degree
- housing
- money
- More parking spaces on campus

Wants
- More Cothings
- more social media followers
- more cars

Values
- Faith
- Family
- Money

Fears
- losing my family members
- not being successful
- not being able go to school due to lack of parking spaces on campus

MOBILITY LABS

Micheal Scott

age: **25**
residence: **Columbia**
education: **College**
occupation: **waiter**
marital status: **engaged**

I can't find anywhere to park on campus

A balance of working at the California Dreaming restaurante and going to school to get his degree

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
I need to be able to get a college degree to support my future family.

Needs
- College degree
- Available parking

Wants
- To be able to get to class on time and be able to drive to campus
- To have a happy life with his happy wife.

Values
- College degree
- Fiance
- available parking

Fears
- Not being able to graduate college because he has nowhere available to park.

LABS

MOBILITY

Angus

age: 32
residence: columbia
education: PHD Math
occupation: Professor
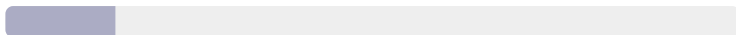marital status: married x2

I love math but I also love easy parking

A quick summary of behaviors and practices like how he/she spends their day.

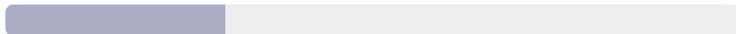## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

solving a problem in the most efficient solution

Needs
- open parking spots
- overnight parking

Wants
- close distance parking
- free parking

Values
- efficiency
- comfort
-

Fears
- tickets
- cops
- tow trucks

MOBILITY LABS

Name

age: John Smith

residence: 21

education: Current College Student

occupation: Student

marital status: Single

So excited to be in my last year of classes at South Carolina!

Student at USC, Darla Moore School of Business - Accounting Major
Drives to classes because he lives off campus. Does not own a USC parking pass.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A way to easily find parking without spending considerable amounts of time (10+ minutes) before class.

Efficient - should be able to locate a spot in under 120 seconds

Proximity to location - see how close/far available parking is from building he's going to (i.e. Darla Moore)

Needs
- Parking
- Ability to find parking easier

Wants
- Efficiency in finding parking
- Proximity to academic buildings when necessary
- Free parking

Values
- Efficiency
- Ease of Access
- Simple UI

Fears
- Complicated menus/User Interface
- App wasting too much time/not making it easier to find parking
-

MOBILITY LABS