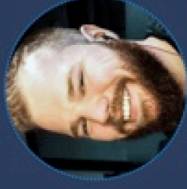


Mike Reynolds



age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Employee

marital status: Single | No children

I am excited to work on this new project.

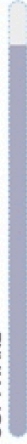
Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Allowing pedestrians a safer way to be transported across the city

Needs

- Tangible results
- Safety and functionality

Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

Wants

- Start small
- See results before spending more money

Fears

- Failure
- Falling Behind
- Being too hasty



Richard Pasty

age: 19

residence: Columbia, SC

education: University of South Carolina

occupation: Full time student

marital status: Single



"My professor told me that if I am late one more time he will kill me"

Is either at class or with his boys, car is at home and struggles to get to class on time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Not street smart, needs help with strategies to get to class on time or easier routes.

Needs

- -Help staying organized
- -To learn to track time better

Wants

- - Highlighted maps for best route to class
- -Times given to him that is the latest he can leave by.
- -Less intersections to have to walk through

Values

- -His friends
- -His academics
- -His safety
- -Not being tired and sweaty when he gets to class

Fears

- - That his inability to get to class will affect his grades.
- - That the city conveniently is not walkable

