

## 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

