

Stewart Johnston by Sophia Foltz

age: 37 yearsold

residence: Columbia, SC

education: Master's Degree

occupation: Physics Professor

marital status: Unhappily married with 3 kids

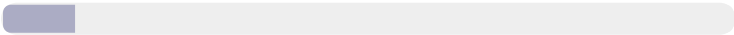


"supercalifragilisticexpialidocious"

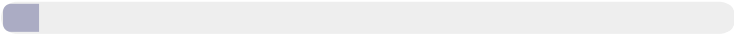
Dawson is an adventurous person. His favorite thing to do is exploring the city of Columbia whilst being an adrenaline junkie. He skipped a couple of grades and was the youngest professor in his year.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- an app that locates parking spaces
- teaching himself self defense

Needs

- an easy accessible app to locate parking spaces
- stability

Wants

- a spot to park his mystery mobile
- to leave his wife
- money
- to be happy

Values

- family time
- saving the turtles
- skate boards

Fears

- Arachnophobes
- Phobophobia
- A bad case of FOMO (Fear Of Missing Out); often was peer pressured
- AA meetings

Ben Duker by Ian Fonzo

age: 55

residence: Columbia

education: Master's in the Arts

occupation: Russell House Employee

marital status: Single, long term girlfriend, 100 kids



I'm going to use that for if I ever cheat "No baby! We were single!"

He lives in the walls

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Needs

- - Protection of his Little Tikes® Cozy Coupe®
- - A hug probably

Criteria For Success:

- a safe place to park his Little Tikes® Cozy Coupe® while he works
- wants to be homeless someday

Wants

- - To be able to park his Little Tikes® Cozy Coupe®
- - Students to submit their assignments before 5 seconds until it's due

Values

- - The law is a guideline

Fears

- - Scared of plastic flamingos and garden gnomes
- - <https://www.youtube.com/watch?v=7a1b1xmUbg>
- - Shrek



Jack Barnes - created by Tyler Beasley

age: 18

residence: Columbia, SC

education: IB at UofSC

occupation: Student

marital status: Single



"I'm McLovin it"

Speaks chinese

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SOCIAL NETWORK



Criteria For Success:

speaking Chinese and parking spots

Needs

- To find a parking spot for class
- To do his Chinese homework

Values

- Speaking Chinese
- Parking

Wants

- A parking spot

Fears

- God himself

Josh Brown by Vidhee Patel

age: 23

residence: Columbia, South Carolina

education: Bachelor's degree

occupation: Student

marital status: Single



Josh Brown is a graduate mechanical engineer student at University of South Carolina.

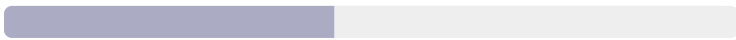
Josh Brown is a night person which makes him wake up at the last minute on most of the class days. He lives with his friends and has to share the bathroom with three other friends, resulting in getting late to the class as he likes to take a shower every day.

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SOCIAL NETWORK



Criteria For Success:

An app that helps him to find parking easily.

Needs

- Easy way to park and pay.
- Checking for available parking.
- Ways to save more time.

Values

- Lazy
- Fastidious
- Constantly overwhelmed

Wants

- Something that would help me not to get late.

Fears

- He always freaks out while completing assignments.
- He is afraid what if he would not be able to complete his projects perfectly.