

Sidney

age: 18-24

residence: Columbia

education: High School Diploma

occupation: College Student

marital status: Single



There's never parking anywhere.

Sidney starts her day by driving to the University of South Carolina to attend her classes. She might eat or study on campus during time between classes, and then will drive back to her home/apartment.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- * To be able to change language preferences.
- *For the app to be accurate, as it's very likely this person might be on a time crunch some days.
- *An easy way to indicate that the spot that I took is not available anymore.
- * To have all available lots and parking spaces included.
- *To be able to recognize which lots are for which parking pass holders!!!
- *To know what buildings are closest to what lots.

Values

- *Timeliness
- *Efficiency
- *Ease/Simplicity
- *Quickness

Criteria For Success:

The website needs to be able to identify and direct her to available parking near her classes timely and efficiently.

Wants

- * To be able to incorporate your weekly schedule into the app so that it shows spots where you near where your class is as soon as you open the app. (Almost like favoriting specific lots.) This would be a different tab than the home page.
- * To automatically show available spots near you if you open the app (Maybe at the top for convenience)
- * Easy to navigate the app, this person doesn't have time to use it if it's too complicated. (Also just might not want to!)

Fears

- *That the app takes her somewhere with no parking spots available, which makes her late to class.
- *That the space the app shows to her isn't actually there.
- *For the gps to be accurate!

Peter Parker

age: 23

residence: new york

education: Bachelors in Biophysics

occupation: Photographer, Network admin, scientist

marital status: Single



Creating better parking for students

Spends most time getting outside, likes taking photos, and working on personal projects at home. I have a great work ethic but I am prone to being late but my work is more than outstanding.

Comfort With Technology

INTERNET



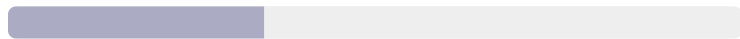
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Secluded work desk needed and flexible time spaces.

Needs

- the app needs to send me the complaints sent in by students
- need to make sure the app can send me notifications for updates

Values

- making people happy with there parking situations
- hopefully eliminate traffic due to people looking for parking spaces

Wants

- would like to make the app able to send ping locations of where there are problems so that we can know where to fix

Fears

- app crashing
- people not updating parking spots
- unauthorized parking

Leon Edwards

age: 26

residence: Columbia South Carolina

education: University of South Carolina

occupation: Employee at Carolina Parking

marital status: Single



When I attended UofSC, I had a very hard time parking on campus.

Leon spends most days going to his college classes. He commutes 20 minutes from his house to campus each day and spends his entire day on campus. After classes he returned home and works on his homework.

Comfort With Technology

INTERNET



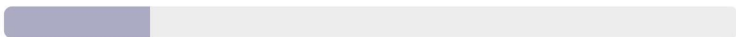
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To help create a successful company
- To provide value for his company

Values

- Proficient in a variety of software's.
- College Degree
- Problem Solving

Criteria For Success:

I want people to feel confident they will be able to find an on campus parking spot - hassle free!

Wants

- Wants the app he works on to run smoothly
- Wants the app to be simplistic and easy to use
- Wants his team to collaborate

Fears

- The app will not function
- People will not utilize the app
- The app will not generate revenue