

## Ratish Gupta

### "Archetype"

- 19
- UofSC student
- South Carolina
- CS major
- Class of 26

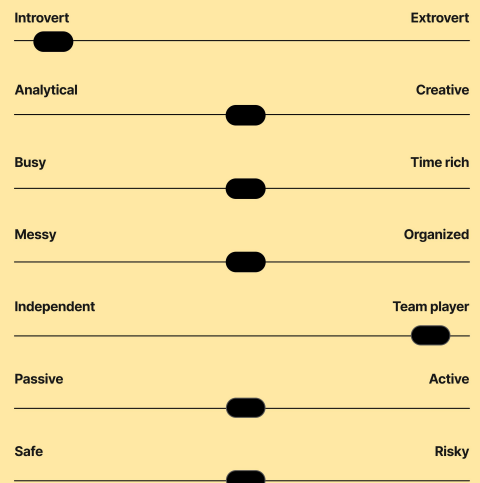
### Desires:

- An amalgamation of transportation choices available within the campus vicinity
- Convenient accessibility for bicycles
- Effortless and speedy access to transportation timetables

### Requirements:

- In-campus transportation solutions
- A safe location to store bicycles

### Personality



# John



Age

19

Highest Level of Education

Pursuing a BSc

## Wants

A consolidated of transportation options on campus  
Easy of access to bike  
Quick and easy access transportation schedules

## Needs

Transportation around campus  
Secure place to store bike

# Johnathan Perez

age: 19

residence: Columbia, South Carolina

education: High school graduate, currently attending UofSC

occupation: Retail worker

marital status: Single, without kids



*"I wouldn't be able to do anything without proper time management"*

Originally from Spain. Exchange student. Spends a majority of their week in college classes and going to work at a retail store. during their free time they study, go out with friends, and watch soccer when they can.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- a quick reliable way to get to class.
- a set time when transportation is available.

## Values

- Good at organization.
- Good at time management.
- Not the best at socialization.

## Criteria For Success:

They need to have things organized.

Needs to have proper time to plan.

Needs to have their whole day planned out.

## Wants

- Multiple quick ways to get to class in case one way is unavailable.
- An easy user interface to make it easy to navigate the app.
- Spanish translation on the app

## Fears

- Afraid of not doing well in college after coming to the US.