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

MOBILITY LABS