Bob Miller

age: 24
residence: Columbia, SC
education: Bachelor's Degree
occupation: Grad Student
marital status: Single

"I want to help undergraduates stay organized"

Goes to class, teaches undergrad class, works in the evenings

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Ways for students to organize the work they need to turn in.

Needs

- Simple interface
- Clear sections for organizing assignments

Wants

- Teacher version of the app

Values

- Structure
- Time Management

Fears

- Students being unable to keep up with their work

MOBILITY LABS

Mary Robinson

age: 36
residence: Columbia
education: College
occupation: Professor
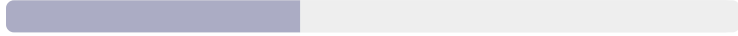marital status: Married with kids

"I hate how unorganized my students are!"

Teaching, spending time with my dog, grading assignments, and cooking for the little kiddos

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

My students to be happy and do well in my class makes me happy so then I can be successful

Needs

- One universal platform for every teacher to use and upload everything
- Not too many buttons to click through
- When adding assignments, it already adds it to a universal calendar

Wants

- A way my students can be more organized
- An easier way to upload my syllabus and schedule

Values

- Organization
- Productivity

Fears

- My students getting bad grades
- My students falling behind or forgetting about assignments

MOBILITY LABS

Larry Fisherman

age: 19
residence: South Carolina
education: University of South Carolina
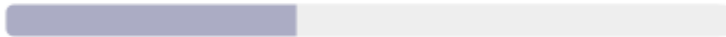occupation: Student
marital status: Single

I cannot stay organized in school, and I'm failing my classes.
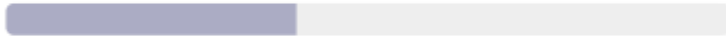
Wakes up, goes to class, hangs out with friends, studies, plays baseball.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Larry needs a virtual calendar/organizer geared towards his schoolwork with an easy to use interface.

Needs

- - Organized Calendar
- - Better Management
- - Easier Interfaces for School

Wants

- - To achieve better grades
- - To become more organized
- - An inexpensive option

Values

- - Grades are important
- - Hard-work
- - Willing to learn and put in work

Fears

- - Failing out of school
- - Disappointing those who help provide for his education
- - Will never learn how to be organized
- - Is too far deep into failing school

Sam Smith

age: 19

residence: Columbia, South Carolina

education: College

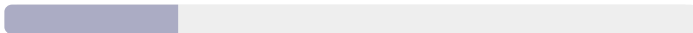occupation: Student

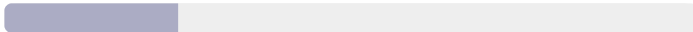marital status: Single

I am failing all my classes

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Ability to easily manage a calender to successfully complete all his homework and assignments so he is no longer failing

Needs

- A calander with homework entered
- Notifications with reminders to complete assignments

Values

- getting things done as fast as possible
- putting little effort in

Wants

- easy to use software
- something that doesnt take much work
- something inexpensive

Fears

- unreliable software
- failing out of school

MOBILITY LABS

Sean Perkins

age: 33

residence: Washington, DC

education: Bachelors Degree

occupation: Business Owner

marital status: Single

"My business is unorganized"

Sean spends the majority of his day working, and has little time for anything else.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Successfully organizing my business to allow for more productivity

Needs

- Organized employees
- Task list

Wants

- Reminders for his employees

Values

- Detailed planning
- Concrete expectations

Fears

- Failure
- Wasting time

MOBILITY LABS