

Sue Gray made by Antonio Turner

age: 20

residence: Columbia, South Carolina

education: Associates of Science

occupation: Student at University of South Carolina

marital status: Single



"Family is Key"

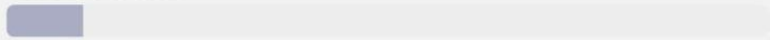
Sue is a very devoted student who lives in the downtown area of Columbia. Though her commute to class is only a 5 minute walk, her parents cannot visit her because parking is so bad. She wishes to find a better way for family visits. Her family does not speak English so she has to be able to help them.

Comfort With Technology

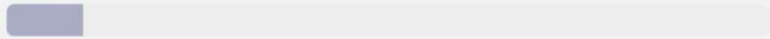
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to know that her family can visit without major parking issues. Having an app that would help her communicate parking possibilities with her parents would make her life easier.

Needs

- An easy to maneuver parking app.
- Possible language translator or basic functions.
- Allows for real time updates.

Values

- Her family not being stressed about the app
- Her family not having to walk far

Wants

- Gives options to close areas.
- Nice aesthetics.
- Gives prices in advance for parking spots and garages.

Fears

- Afraid of her family having to walk far.
- Afraid of the app saying the garage is free but it is full.
- Afraid of not being able to find any at all for her family.

Ashley, made by Chris Cox.

age: 20

residence: Columbia, South Carolina

education: High School Diploma

occupation: Works part time at Chick-Fil-A

marital status: Single



"Happy student, loves to drive!"

Currently in college. Spends most of her time studying and working. When she is not busy with school or work she likes to hang out with her friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A app that is dependable all the time and makes safety a priority.

Values

- Being on time to work and school.

Criteria For Success:

Christina just got a new car for her and would love to drive it. This would make going from school to work much easier. She wants a simple to use app, that will make finding a parking spot at the University of South Carolina quick and easy.

Wants

- Would like it to be simple to use and not difficult to figure out.

Fears

- Not finding a parking spot, causing her to be late to a class or her shift at work.

Adam Pagman

age: 17

residence: Charlotte, NC

education: High School

occupation: Professional CO2 Producer

marital status: Single



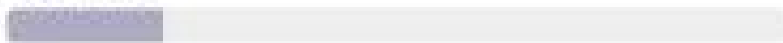
Victor Ramos

"I can't find any parking anywhere in this zinger box college. I meant to say zinger box, I mean zinger box, I mean zinger box, I mean zinger box."

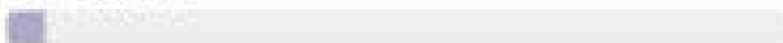
Commuter that likes to have as much time for himself before going off to college, resulting in having very little time to look for parking.

Comfort With Technology

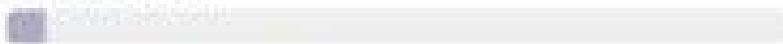
INTERNET



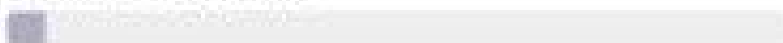
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To get as much education as possible
- To arrive at classes on time
- Zinger Box

Values

- Timeliness
- Sleep
- Peace of mind
- Zinger Box

Criteria For Success:

Do well on all classes and eat zinger boxes.

Wants

- To have as little stress as possible
- To have available parking as soon as possible
- Zinger Box

Fears

- That tardiness caused by lack of parking will result in missing notes, thus lesser grades.
- No Zinger Box

Anthony (made by Tom Gilman)

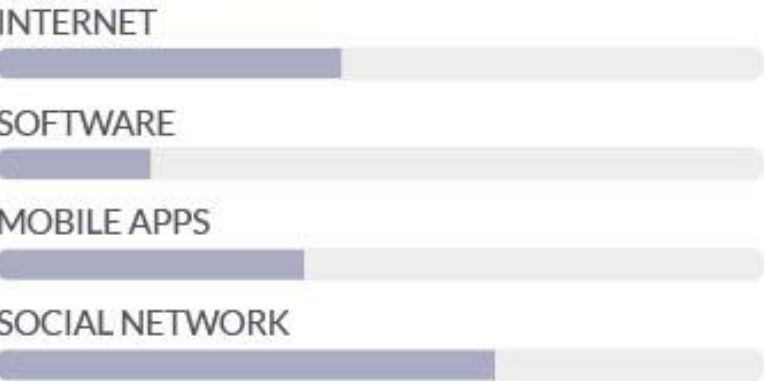
age: 52
residence: Columbia, SC
education: Bachelor's Degree from UofSC
occupation: Sales
marital status: Married with kids



"Business can't happen without professionals"

Currently a Salesman selling office supplies around Richland County, when he's not working he is either with his family or supporting his alma mater.

Comfort With Technology



Needs

- - To be able to find parking
- - Hourly updates on parking
- - An app that displays available parking.

Values

- - Being on time
- - Being a professional
- - Not having to worry about parking

Criteria For Success:

To feel successful Anthony needs to be able to park and be on time to meetings with current and potential customers. Especially his biggest customer the University of South Carolina.

Wants

- - Easy to use application
- - Fast and accurate results
- - The ability to rate spots and garages

Fears

- - Losing a customer
- - Losing job
- - Being late