

Jack Wild-by Ben Friend

age: 64

residence: Columbia, SC

education: Bachelor's Degree in Business

occupation: UBER/LYFT driver

marital Married with two kids

status:



"Working hard or hardly working"

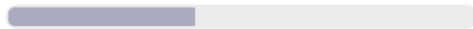
Jack spent over 35 years in the business world before retiring. He didn't anticipate how bored he would be sitting at home every day. His kids have both moved out, and his wife is gone most of the day working at the local library. To pass time and make money, Jack registered to drive with UBER and LYFT. The local college provides a lot of business for ride share programs and Jack enjoys hearing their stories. He likes the extra income, but would like a way to track his expenses, as he has been putting a lot of extra mileage on his car recently.

Comfort With Technology

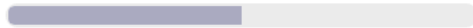
INTERNET



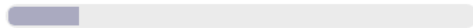
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To continue earning income
- To track expenses

Values

- Honestly (no hidden fees)
- Simplicity
- Accessibility

Criteria For Success:

Jack will feel successful if he is maximizing his time working. UBER and LYFT give a lot of details on his income, but he needs to find a way to track and minimize his expenses, in order to maximize his profits.

Wants

- Easy to use UI
- Reminders for things like oil changes and inspections
- Connection to UBER or LYFT account for quick profit calculations

Fears

- Running out of money
- Expensive vehicle repairs
- Health