

Benjamin Stanley

age: 18

residence: Columbia, SC

education: High School Diploma

occupation: Student

marital status: Single



I don't want to be late to any of my classes this semester!

During the weekdays, spends time attending classes and studying. Tries to make time for recreational activities, but prioritizes school. During the weekends, spends time with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Able to attend class without being late, navigate the city in an efficient manner, and learn more about the area.

Needs

- Ability to schedule routes.
- Accurate ETAs.

Values

- Promptness.
- Well-planned schedules.

Wants

- Ability to monitor traffic trends.
- Ability to view reasons behind certain delays.
- Push notifications so that other apps can be used while traveling.

Fears

- Unawareness of surroundings.
- Being late.

Jake Seabrook

age: 28

residence: Columbia, SC

education: Bachelor's Degree

occupation: Bank Teller

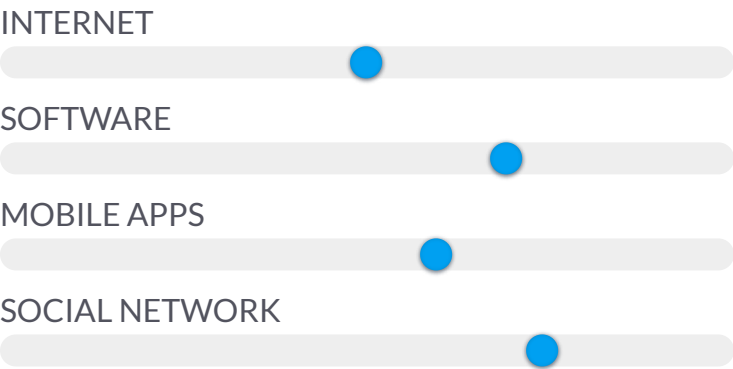
marital status: Single



I want to work normally and have a good life in spite of my disability.

Works at the bank from 8-5 M-F. Spends time with his friends some evenings, but also enjoys going home and reading.

Comfort With Technology



Needs

- Accessible routes (avoid stairs, hills, etc.).
- Accessible Parking

Values

- Being a professional.

Criteria For Success:

Able to work and support himself despite being in a wheelchair, but also be seen as professional. So, working normally and not using his wheelchair as an excuse to not work normally.

Wants

- Optimal time saving route with disability taken into account.
- Saving/pinning a route that he takes often.
-

Fears

- Being unable to work for himself.
- His disability interrupting his work and professionalism.

Billy

age: 35-60

residence: Columbia, SC

education: Doctorate

occupation: Professor at USC

marital status: Married



I want to be able to spend less time traveling between places on campus

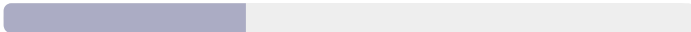
Spends most of his time when not teaching in his office or around campus working. Tries to be very efficient with his time.

Comfort With Technology

INTERNET



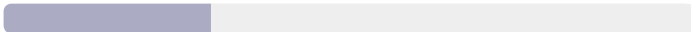
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Tells him how long it takes to get around campus
- Most efficient route to get to different places he goes to frequently

Values

- Values his time
- Doesn't like to waste time

Criteria For Success:

Able to accomplish more during the day because of this app

Wants

- Easy to understand
- Features that only help

Fears

- Fears it will be difficult to navigate
- Fears he won't use all of the app