

Parking Problem Statement

Problem Statement:

There are not enough accessible and affordable parking options on campus. This causes problems for students, faculty, staff, and visitors who use personal vehicles to commute to campus. The limited number of parking lots and spaces, expensive permits, and inconvenient locations cause unnecessary stress and frustration for many, especially during busy times on campus.

Persona:

Stella is a 20-year-old sophomore at the University of South Carolina. She is an English major who plans to attend law school. Most of her classes are in the humanities buildings, on the opposite side of campus from her apartment. Following a recent injury, she is not able to walk to class. She either takes the shuttle or drives, hoping there will be available parking. Stella is never sure if she will find parking near her classroom, adding stress to her life. Due to the lack of adequate parking, she is sometimes late to class, risking her dream of Harvard Law.

Criteria for success:

- Quality of life

Needs:

- Housing
- Financial stability
- Social interaction

Wants:

- To attend Harvard for law school
- Sense of belonging
- To become rich and famous

Values:

- Ambition
- Self-awareness
- Consistency

Fears:

- Dying without finding the meaning of life
- Failure

- Rejection

Image description:

