

# Grayson Grooms

age: 18

residence: New York City, NY

education: Columbia University pre-law

occupation: Student

marital Single

status:



*"Life is so short to not have fun"*

Grayson has a very busy schedule. She is passionate about being in big law while working hard in grad school, but is desperate not to miss out on any fun.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Grayson is set on balancing a social and academic life. She values her networking skills, and seems to be desperate for making her life her own despite being dependent on her dad's money.

## Needs

- Completely virtual payments
- Records of transaction history
- Accessible parking

## Wants

- Affordable parking
- Safe Parking
- Good cell service to make phone calls while in between classes
- Parking in less high-traffic areas to avoid congestion

## Values

- Keeping daddy happy
- Short Walks to her classes and downtown life
- 

## Fears

- Not balancing school and fun
- Upsetting her father and losing his money
- Not being a big law lawyer
- Not marrying rich

# John Opal by Claudia Stewart

age: 65

residence: Neighborhood

education: MBA from New York University

occupation: Retired

marital status: Married for 40 years



## *Knowledge is power*

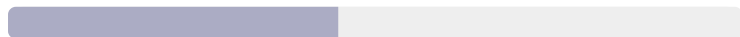
John is a retired grandpa whose day revolves around his wife and grandkids. He takes care of his wife who suffers from illness and takes his grandchildren to and from school each weekday.

### Comfort With Technology

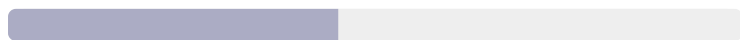
INTERNET



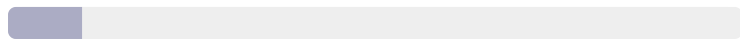
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Affordable parking options because he is retired
- Efficient movement in the city so he can come home quickly to his ill wife
- Easy to use interface

### Values

- Spending time with his grandchildren
- Helping his wife through her illness
- Education for his grandkids

### Criteria For Success:

John wants an app that is easy to use because he is not overly familiar with technology. He wants assistance in parking more efficiently, affordably, and safely in the city where his grandchildren live because he is commuting from a nearby suburb.

### Wants

- Safe parking areas to drop off and pick up grandkids
- App that will not overly distract from driving
- Impress his family with his use of technology

### Fears

- Unsafe parking spots
- Wasting time
- His grandchildren missing school due to him not being able to find parking

# Sarah Edwards, by Madeline Tharp

age: 39

residence: West Bend, WI

education: MA in Public Administration

occupation: Politician

marital status: Married with two kids



*I do everything I can to help my community.*

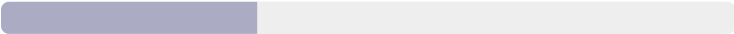
Sarah has a very busy schedule. She advocates on behalf of her community, which requires a lot of travel to meetings, press releases, and events.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Sarah believes in punctuality and keeping up appearances. As a politician, it's important to Sarah that she has a reputation of being dependable. She would like a way to handle her parking from an app to reduce time spent commuting.

## Needs

- A way to get around to visit her constituents
- Affordable parking
- Completely virtual payments
- Records of transaction history

## Wants

- Well-lit parking with security features to ensure her safety
- Parking in less high-traffic areas to avoid congestion
- Short walking times to her destination

## Values

- Having a clear reputation
- Being early to events
- Ability to compromise

## Fears

- Losing re-election
- Not being able to reach agreements
- Being seen as unreliable

# Mason McAllister, by Meghan Gallagher

age: 24

residence: New York, New York

education: Bachelor's degree in Accounting

occupation: Budget Analyst

marital status: Single



*"You either run the day or the day runs you"*

Mason is a newly graduated student from Syracuse University, NY. He was the kind of person to put his studies before social events, and never let an opportunity pass him by. He's recently acquired a job as a Budget Analyst for a company in the middle of New York City.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Mason needs a secure way to know that he is going to be able to get to work on time every day. He also needs to save and manage his money well, as he is a recently graduated college student with loans.

## Needs

- A plan for his commute to work
- Praise of his higher-ups/bosses
- A good money management plan

## Values

- Timeliness
- Persistence
- Going above and beyond

## Wants

- To find new things to try in NYC
- To impress his new boss and eventually receive a promotion

## Fears

- Fears that the unavailability of parking in a big city will cause him to be late to work.
- Fears that the cost of parking in the city will be too expensive