

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

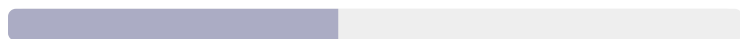
John is a retired grandpa whose day revolves around his wife and grandkids. He takes care of his wife who suffers from illness and takes his grandchildren to and from school each weekday.

Comfort With Technology

INTERNET



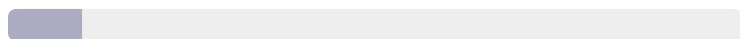
SOFTWARE



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