

Betty Rowen

age: 75
residence: South Carolina
education: Bachelor's degree
occupation: Teacher
marital status: Married with kids



Life is short, and it is up to you to make it sweet. (Sarah Louise Delany)

I'm an English teacher in South Carolina hoping to provide the most for my students. I live with my husband and have 3 beautiful grown children. I use a wheelchair to move around and sometimes need assistance.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Ways to easily navigate my campus
- Easy access to ramps and elevators
- Sidewalks without potholes

Values

- Kindness
- Honesty

Criteria For Success:

Accessibility on campus or in daily life.

Wants

- An app that can be easy to understand
- Real feedback from app users to see how well the path is
- Quickly updated maps
- Something I can take offline

Fears

- N/A

Sarah James

Age: 21
Residence: Columbia, South Carolina
Education: College Student
Occupation: Part-Time Server
Marital status: Single



"I enjoy cycling and reducing my carbon footprint by being with nature!"

I'm a college student who relies on my bike and scooter to commute to campus every day. I prefer this mode of transportation as it helps me save money, stay active, and reduce my carbon footprint. I often struggle to find appropriate ramps and parking bars for my bike and scooter, which can be frustrating and time-consuming.

Values

Resourceful for the community
Very flexible and adaptable
Proactive Engagement

NEEDS

An app that allows students to find safe parking and accessible routes for scooters, bikes, wheelchairs, etc.

GOALS

Convenient Parking
Efficient to save time & Safety for bike/scooter

CHALLENGES

Risk of Damage and Theft
Limited Accessibility

Comfort With Technology

Internet

Software

Mobile Apps

Social Network



Upgrade your account to remove Xtensio branding and access premium features.

Sarah Mitchell



Age: 25
Work: Graduate Student
Family: Single
Location: Columbia SC
Character: College Student

Goals

- **Navigate Campus Independently:** Sarah is a wheelchair user due to a congenital disability and aims to navigate her college campus independently. She wants to find accessible paths and ramps to reach her classes, library, and other campus facilities without relying on assistance.
- **Save Time:** Being a graduate student, Sarah has a busy schedule. She wants an app that helps her find the shortest accessible routes, saving her time between classes, research work, and meetings with professors.
- **Stay Informed:** Sarah also wants to stay updated about any temporary accessibility changes or construction work that might affect her routes. Being informed in advance will allow her to plan her routes accordingly.
- **Connect with Others:** Sarah would like to connect with other students who have similar accessibility needs, share information about accessible routes, and potentially form a support network.

Frustrations

- **Limited Accessibility Information:** Sarah currently relies on word-of-mouth or trial-and-error to find accessible paths on campus. She often encounters unexpected obstacles and inaccessible routes.
- **Time-Consuming:** Finding accessible routes manually is time-consuming and sometimes causes her to be late for classes or meetings.
- **Lack of Community:** Sarah feels isolated as she doesn't know many fellow students with similar accessibility needs. She wishes she could connect with others who face similar challenges.

User Story

Sarah has an early morning class in a building she's never been to before. She opens the Accessible Campus Pathfinder app on her smartphone, enters her current location, and the app displays accessible routes to her destination. She selects the route with the fewest barriers and follows the directions. Along the way, she notices a construction sign, and she quickly checks the app to confirm if it will affect her route; the app alerts her to a temporary detour. Thanks to the app, she arrives on time and feels more confident about navigating her campus independently.

How the App Helps

- **Comprehensive Accessibility Maps:** Our app provides detailed maps of the college campus, highlighting accessible paths and ramps. Sarah can easily find the most convenient routes.
- **Real-time Updates:** The app offers real-time updates on any ongoing construction work or temporary changes in accessibility. This helps Sarah plan her routes and avoid unexpected obstacles.
- **Community Features:** The app has a community forum where Sarah can connect with other students who have similar accessibility needs. She can ask for advice, share her experiences, and build a support network.

DO NEXT ➔ [Customer Journey Map](#)

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Maria Briceno

age: 17
residence: Columbia, SC
education: high school student
occupation: part-time at an ice cream shop
marital status: single



"I'm being totally safe! I know what I'm doing!"

Maria likes to quickly go around the city for school, work, and to hang out with friends.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An accessible app that's easy to use and that highlights ramps and skateboard-friendly locations.

Needs

- Compatible with Apple phones
- Acts as GPS
- Prevents screen from locking
- Directions given by voice

Wants

- Customization features
- Saves frequented parking spots/ramps

Values

- Convenience and simple operation
- Not time-consuming

Fears

- To be led to an unsafe location
- Privacy risks