

# Ricky Metzger

age: 21

residence: Atlanta, GA

education: High School Diploma

occupation: Bartender

marital status: Single | No children

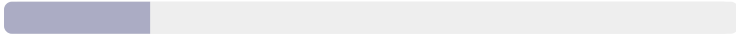


*I love this idea, and I can't wait to test it with our customers!*

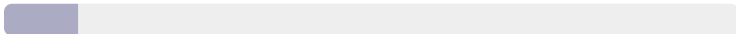
Ricky is a new bartender living in Atlanta. He wants to figure out ways to give his customers the best experience possible, while also making his job a bit easier.

## Comfort With Technology

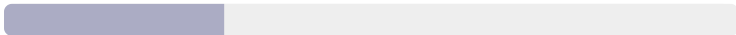
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Always rely on the feedback of customers, then re evaluate.

## Needs

- Satisfied customers
- A smoothly flowing workplace

## Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

## Wants

- -An easy way to fairly split bills with his customers
- -To see user feedback before any major decision

## Fears

- Disappointing Users
- Producing a bad product

# Darryl Smith

age: 23

residence: Columbia, SC

education: Bachelors in Finance

occupation: Used Car Salesman

marital status: Single

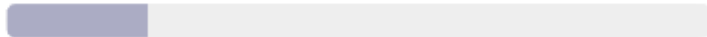


*These cars are not going to sell themselves!*

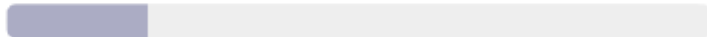
Loves reading sales books and applying them to his career.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Darryl needs to sell at least 20 cars a month.

Feed his family.

Keep his customers happy.

## Needs

- Needs his morning coffee!
- Needs a tank full of gas!
- Needs a nutritious breakfast!

## Wants

- Great leads on selling cars
- A supportive friend group
- To be salesman of the month
- Beer

## Values

- Integrity
- Sales skills

## Fears

- Heights
- Sales Quotas
- Dehydration
-

# David

age: 25

residence: Columbia, SC

education: Bachelor's Degree

occupation: Back-End Developer

marital status: Single



*"An apple a day keeps the doctors away" -Benjamin Franklin*

Lives alone in a one bedroom apartment. Loves interacting with people and spends most of the day out and about. Engages in conversation with anyone willing to talk.

## Comfort With Technology

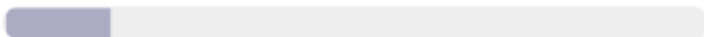
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Successfully making a deadline for a bug fix in the system he works with.

## Needs

- Stress relief, often goes out to party or to a bar

## Wants

- Learn game development
- Create his own software company
- Create an application that will make back-end developers job easier when debugging code

## Values

- Hospitality and fairness
- Putting forth 100% effort in everything he does



## Fears

- Being assigned to a project that he has little experience with
- Becoming over stressed by work

# Vicky C. Woodyard

age: 34

residence: Denver, Colorado

education: Masters

occupation: Speech Language Pathologist

marital status: Married



Kim Dinh

*My clients come first in everything I do.*

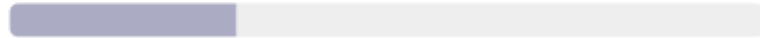
Vicky has been a speech language pathologist for almost ten years now and has been happily married for two. She currently does not have any children but hopes to have one soon. She loves her job and is glad she can help the future of several bright students, often buying and donating items to students in need.

## Comfort With Technology

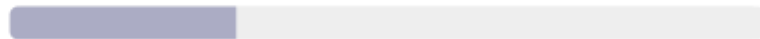
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To see improvement in communication skills in her clients.

## Needs

- Money and resources for students in need
- More materials to better help clients

## Values

- Fast and easy-to-use applications
- Time saving

## Wants

- Easy way to split bill with drinkers as a nondrinker
- More coworkers to decrease casework loads
- More diversity training

## Fears

- Wasting money on drinks
- Students not having access to needed resources

# How to use the Mobility Labs app

The Mobility Labs app is a free application that allows you to track your mobility data and share it with your family and friends. It is available for download on the App Store and Google Play.

The app is designed to be easy to use and provides a variety of features to help you manage your mobility data. You can track your location, speed, and fuel consumption, and you can share this information with others.

The app is also designed to be secure and private. Your data is encrypted and stored securely, and you can control who has access to it.

The app is a great way to keep track of your mobility data and share it with others. It is a free application that is easy to use and provides a variety of features to help you manage your mobility data.

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