Ryan Evans

age: **20**

residence: **Columbia, SC**

education: **Sophmore Year of College**

occupation: **Panda Express**

marital status: **Single**

I wish the transportation was easier around campus

Lives on the edge of campus and has to take the bus everyday. Enjoys videogames.
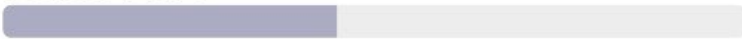
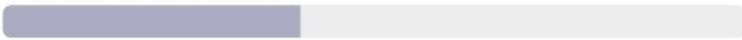## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Accurate and fast information so I can get to my classes on time

Needs
- Faster Transport
- Fast Loadtimes

Wants
- Multiple E-Bike/Scooter Stations
- A New PC
-

Values
- A Fast Support System
- Accurate Information
- Humour

Fears
- Complicated UI
- Heights

MOBILITY LABS

Künter Strike

age: 51

residence: Mount Pleasant, SC

education: MBA from The University of South Carolina

occupation: Chief Financial Officer at Valve
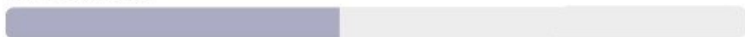
marital status: Married with 2 children

> "Coming to visit my kids really is a bummer with my bad knee and all these hills"

Lives in a spacious 5-bedroom home in Mt. Pleasant, SC. Both of Künter's children attend USC. Künter works at Valve and aims to reduce the odds of players receiving good items from loot boxes in order to ensure exponential financial gain for his company year after year.
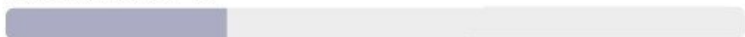
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Acess to quick and easy data about transportation devices around campus in order to enjoy visits with children without being in pain the entire time.

Needs

- Transport available to and from many different locations on and around campus
- A simple yet intuitive user interface and application format

Wants

- Access to easy transportation to and from anywhere in Columbia
- Less pain in his knee
- A new meat smoker for his back patio

Values

- Dependability of an application
- Something extremely user-friendly
- Honesty and transparency

Fears

- Complicated User Interface
- More damage to his already bum knee
- His wife Carül when he forgets to take the chicken out of the freezer

VALVE

Jeff Spicoli

age: 18

residence: Columbia, South Carolina

education: College Freshman

occupation: Pizza Delivery Boy

marital status: Dating Mary Jane 10/21 <3

"Dude if I'm late to Mr. Hand's class again he is gonna flip bro."
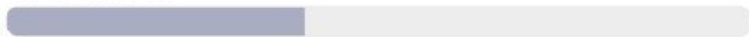
Spends most of his time with his girlfriend Mary Jane and his friends which often makes him late to class, so he wishes there was a way he could move quicker around campus.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Easy and available scooters to utilize and navigate campus quicker and help reduce tardies and absences.

Needs

- To Locate Available Scooters and E-bikes nearby
- Ability to seamlessly take control of transport
- Ability to track buses more accurately

Wants

- Charging stations near classrooms and important locations
- The freedom to move quickly
- Mr. Hand to chill out dude

Values

- Easy to use interface
- Low/No cost

Fears

- Being late to class
- Spending less time with Mary Jane
- Mr. Hand showing up to my house

FAST TIMES
AT RIDGEMONT HIGH

Allen Dennis

age: 53
residence: Apartment within Downtown Columbia
education: Doctorate in Geology
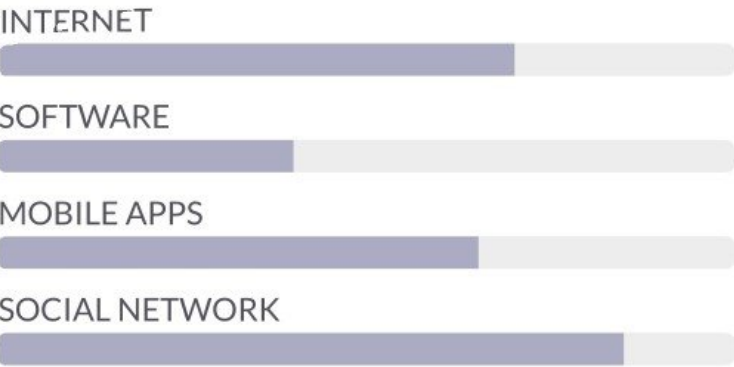occupation: Head of Geology department/Professor @USC
marital status: Married

I always intend to arrive at work 30 minutes early.

Journeys to USC for work. Throughout the day, goes to lunch with coworkers or family members (since family members live within downtown too).

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Passing test scores on his student's exams

Needs

- Food
- Water
- Students to wear their masks
- Easy instructions on how to use an app

Wants

- To engage in political discourse on Facebook

Values

- Easy access to the jobsite without the use of a personal motor vehicle

Fears

- Not getting to work on time
-