

# Sarah Esposito

age: 38

residence: Columbia, SC

education: Doctorate in Biomedical Engineering

occupation: Professor at University of South Carolina

marital status: In relationships with multiple students



*I will anonymously tow students to get a parking spot in the student lot.*

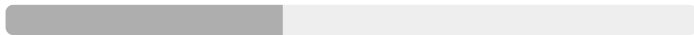
Sarah hates being around her fellow staff members and prefers to park with the students to walk to class with them. Multiple students have restraining orders against her.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- An app that gives live updates on parking spots
- Reservations for spots

## Values

- A fast running app
- A clean design

## Criteria For Success:

Receiving priority over other users

## Wants

- To use a student parking spot
- To be a student again

## Fears

- Getting fired for being late to lectures
- Having to walk to places

# Ryan Loggins - Riley Haywood

age: 20

residence: Columbia, SC

education: UofSC Student

occupation: Student

marital status: Single



*I love getting to campus 20 minutes early just so I can find a parking spot*

Mechanical Engineering major at UofSC who values attending every class to make the best grades possible.  
Commutes to campus every day in his car.

## Comfort With Technology

INTERNET

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## Criteria For Success:

Get to each class on time

## Needs

- Somewhere to park his car
- A reliable way to find parking

## Values

- Good grades and punctuality

## Wants

- A parking space close to Swearingen
- Money
- A girlfriend

## Fears

- Being late to class
- Making bad grades
- Women

# Julie Barnes

age: 20

residence: Columbia, SC

education: Bachelors Degree

occupation: Student

marital status: Single | No children

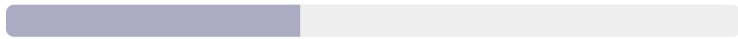


*What did you say my tok-tok was too loud*

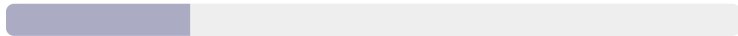
Julie is a nursing major at the University Of South Carolina who's life is centered around Starbucks and posting all her outfits on her snapchat story

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Pass all her classes with studying the least amount possible

## Needs

- Caffeine
- Attention

## Wants

- Someone to pay for all her food and jewelry
- A more efficient way to park at Starbucks on campus

## Values

- Makeup tutorials
- Jeffrey Dahmer
- Dudes named Kyle

## Fears

- Dying alone
- Losing tik-tok followers
- Carbs