Gabby Hart

age: 19
residence: 2 Gibbes Court, Columbia, South Carolina
education: High School Diploma, Working Toward Biochemistry Degree
occupation: Student
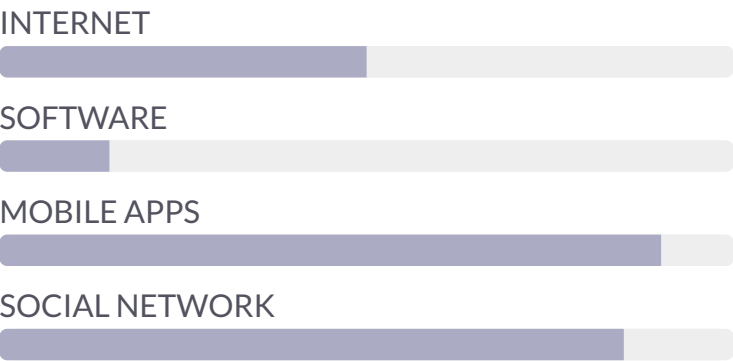marital status: Single

Sometimes I like to walk home just for an adventure!

Gabby loves Instagram, Sudoku.com, and Venmo. She has about $7 in her bank account at all times, and she goes out twice per week. Gabby performs somewhat well in school, and needs an application to accomodate her busy schedule safely and cheaply.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Financial Stability
Academic Performance
Social Engagement
Time Management
Safety and Well-Being
Convenience and Efficiency
Entertainment and Enjoyment
Sustainability and Eco-Friendly Choices

Needs

- Cost-Efficiency: Gabby wants an Ubering application that offers affordable rides
- Safety Features: Safety is a top priority for Gabby. She wants an application that ensures her rides are secure

Wants

- Scheduling and Flexibility: Gabby wants an app that allows her to schedule rides in advance, ensuring she can get a ride when she needs one.
- Easy Payment: Gabby would like the option to pay for rides using Venmo

Values

- Affordability: Gabby values cost-conscious choices. She maintains a low balance in her bank account and is likely to prioritize services that are budget-friendly.
- Convenience: Given her busy schedule, Gabby values convenience. She wants the application to be easy to use and offer features like scheduling rides in advance to fit her lifestyle.

Fears

- Safety Concerns: Gabby might worry about her safety when using the app, such as the reliability of driver background checks, potential incidents during rides
- Unexpected Costs: Given her limited budget, Gabby might fear hidden fees, surcharges, or unexpected costs associated with her rides that could lead to financial strain.
- Unreliable Service: Gabby may fear that she won't be able to get a ride when she needs one, especially during her busy schedule or in less accessible areas.