Casey Johnson

age: 20
residence: University of South Carolina
education: Undergraduate student
occupation: Server at a restaurant
marital status: Single

I want to feel safe when I need a ride!

I like to watch tv, hang out with my friends, and frequent the nearest Starbucks multiple times a week! I also love to go out on the weekends.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need a good support system in order to succeed.

Needs

- I need to be in a safe environment at all times
- I need to have a safe way to get around the city since I don't have my car here on campus
- I need a reliable form of transportation

Wants

- I want a rideshare driver who I can feel safe around
- I want to know I can rely on someone to get me safely to my destination

Values

- Efficiency
- Friendliness
- Time-management
- Safety

Fears

- Stranger danger!!
- Human trafficking
- Kidnappers

MOBILITY LABS

Coraline Smith

age: 19
residence: South Carolina
education: Enrolled in college
occupation: Student
marital status: Single

I'm scared of being alone with men I don't know and thinking of the bad things that could happen.

I like to hangout with friends at the library and around town. I like to go on little adventures.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I want to be more self sufficient. I want to use resources around me.

Needs

- I need a safe way to ride places.

Wants

- I want to stop asking friends for rides.
- I want carpool apps to be affordable.

Values

- I value safety.
- I value spontaneity.
- I value adventure.

Fears

- I'm scared of being kidnapped.
- I'm scared of the dark.
- I'm scared of not being in control.

MOBILITY LABS

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.

Grace Smith

age: 19
residence: University of South Carolina
education: Undergraduate Student
occupation: Target Employee
marital status: Single

"I want to be able to feel safe when needing a ride"

I love to be around my friends and spend my free time at the gym.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

When going around campus I want to feel like I am: safe and around somebody who cares about the safety of my wellbeing.

Needs

- -Being in a safe environment
- -Able to get around campus safely/city
- -Needing to feel safe with whoever is driving me

Wants

- - Being able to trust the person that has my life
- in the car
- -Being able to feel like the environment I am in safe

Values

- - Safety
- - Respect
- - Responsibility

Fears

- -Being Kidnapped
- - Not feeling safe in a motor vehicle
- - Being taken advantage of

MOBILITY LABS