# Jeff

age: 18
residence: Columbia SC
education: High School Graduate
occupation: Cashier
marital status: Single

## "When something starts at a specific time, you show up 5 minutes early."

He spends his free time reading and playing video games, but also studies when he needs to.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

To have a complete understanding of what he needs to impress his boss/professors

## Needs

- To be on time for his classes
- To make money

## Wants

- To pass all of his classes
- To be on time for work

## Values

- Timeliness
- Hard work

## Fears

- Being late to anything
- Failure

**MOBILITY LABS**

# Onlya Grad

age: 23

residence: Columbia, SC

education: Bachelors in English- College of Charleston

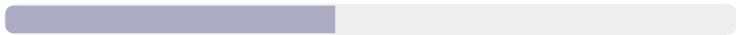occupation: Teaches English courses at USC

marital status: Single

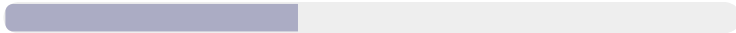*I wish that I could actually rely on the Trans-Loc app to get me where I need to be!*

Onlya Grad is currently working on getting their master's degree in English. When they're not busy going to classes or working on their thesis, they teach ENGL101 in the Humanities Building. Onlya has a problem, though: They park in the Discovery Plaza Garage, which is almost 20 minutes away from the Humanities Building! While Onlya normally likes walking, its a slightly different story in the scorching heat and rolling hills of Columbia. Onlya wishes that the Trans-Loc app reliably listed routes and bus departure times so that she didn't have to complete a 40 minute walk to her car and back 4 times a week.
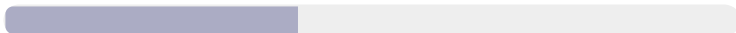
## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

Completing her Master's, an accurate ETA for USC's buses, not being late to the courses that she teaches.

## Needs

- A quicker, less physically draining way to travel across campus

## Wants

- To be on time for courses
- A better bus tracking system
- To not walk 20 minutes to her office

## Values

- Being on time
- Reliable technology

## Fears

- Being late to her courses

MOBILITY LABS

# Justah Stoodint

age: 18
residence: Columbia, SC
education: High School
occupation: Student
marital status: Single

*"I have classes all around campus and not enough time to get there! I wish the Trans-Loc app was more reliable."*

Justah is a freshman at UofSC, and she was late to register for her classes. Due to this, Justah's classes are very inconveniently spread around campus back-to-back. In order to get to class on time, she would either need to sprint with a 40 pound backpack or utilize the Trans-Loc App to track buses and get there on time. Unfortunately, she misses the bus because of incorrect times listed or the unreliability of routes.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:
Having a reliable app to let her know the timings of buses and routes, or an updated Trans-Loc app with improved features.

## Needs
- - A reliable way to get to classes across campus on time

## Wants
- - To get to class on time
- - Academic Validation

## Values
- - Reliability
- - Punctuality

## Fears
- - Being marked absent in class
- - Failure

# Stephen Johbs

age: 19

residence: Columbia, SC

education: Undergraduate

occupation: Full-time Student

marital status: None

*It's annoying trying to catch a bus and not knowing when it will arrive. All other apps are too inconsistent!*

Stephen is a sophomore used to the limitations and issues of the current bus tracking apps. He has to plan well in advance in order to catch a bus. All current solutions aren't adequate for him.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Food, water, shelter, bus routes.
- Accurate times of arrival
- Where all bus routes go
- Mapping of nearby locations
- 

## Wants

- To have pinpoint accuracy on where busses are at all times.
- To be able to schedule classes around what bus routes are available
- To see closure of stops and routes in real-time
- To see any traffic jams or trains causing delays

## Values

- Reliability
- Speed
- Accuracy

## Fears

- Failing Classes.
- Missing Classes.
- Attending Classes.
- That one thing he said 4 years ago that he's never forgotten about.
- Spiders.

# M●BILITY LABS