

John Jackson

age: 18

residence: Columbia, SC

education: College

occupation: College Student

marital status: No



I just wanna get to class on time, y'know?

I spend my days learning and trying to get a degree

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to cross the streets and get to class in a timely and safe manner

Needs

- Knowing which lights are not working/glitched
- Knowing where each non-working traffic light is

Wants

- Easy and intuitive graphical interface
- Possibly a way to give feedback/report if lights change
- Possibly seeing notes which indicate what

Values

- Accuracy
- Relatively quick update times

Fears

- Lights turn green in the middle of crossing the street
- Waiting forever for a traffic light that doesn't change
- Being late to class

Lisa Brent

age: 28

residence: South Carolina, Columbia

education: College Degree

occupation: Employee

marital status: Single



I just want to be a part of something successful that has purpose.

I spend my days working with my company to develop apps and meet customers' needs.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being apart of team that creates a successful app to help people.

Needs

- Work-life balance
- Equal opportunities
- Positive work enviornment

Values

- Qualities that he or she values
- High level planning is an example

Wants

- Recognition
- Opportunities for growth
- Flexibility

Fears

- Failure
- Spiders
- Heights

Lon Sawyer

age: 36

residence: Columbia, South Carolina

education: Bachelor

occupation: Boss

marital status: Married



I want to be able to lead a team to help those around us.

I spend my time leading a team of people to help the rest of the company focus on helping those in need.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to lead a team, or help lead one and have team members that are able to pull there own weight.

Needs

- Stable connection to the internet
- Ability to contact team members

Values

- Making new social connections
- Ability to get work done on time

Wants

- Stable work life
- Good team

Fears

- Failure
- Not being able to go home
- Overworking



John Brown

age: 19

residence: USC Campus

education: High School Diploma, College Freshman

occupation: Part time grocery store produce clerk

marital status: Single



"These traffic lights are so confusing!"

I go to school, for several hours each week day and then go home and then to my job if I'm scheduled that day. On the weekend, if I'm scheduled to work that day, I go to my job then too.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need to be at class on time for me to be successful. I can't be missing 10-15 minutes of my class because of faulty traffic lights!

Needs

- To be on class on time.
- To have safe cross walks.
- To get good grades.

Values

- Family time
- Being early to class

Wants

- Good Grades
- My professors's good sides

Fears

- Being to class late
- Bad grades
- My professors's bad sides
- Cars hitting me



Marcus Tyler

age: 27

residence: Columbia SC

education: Bacholors

occupation: Software Developer

marital status: Married and has a baby



this app must be perfect!

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He must have everything perfect with no issues or complaints

Needs

- Needs to be encouraged and know he is appreciated

Wants

- wants to do his best to fix any problem with anything whether it be at work or not

Values

- He values taking trips and spending time with his family

Fears

- fears not being good enough and also not being able to be successful in his job and his family

