James Holden

age: 19
residence: Columbia, South Carolina
education: High School Diploma
occupation: Work-Study at UofSC
marital status: Single

There's too many apps for school on my phone!

Goes to class; gets homework done; goes to club meetings; studies.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A single app for school that is easy to navigate.

Needs

- A map of campus.
- A single place for all grades/assignments.
- A single place for club updates.

Wants

- A single app for school with a simple interface.
- A map of where classes are.

Values

- Simplicity.
- A clean/organized workspace.

Fears

- Being late.
- A messy workspace.

MOBILITY LABS

Chad

age: 19
residence: USC
education: Sophomore
occupation: Student
marital status: Unlikely

I wish I had a better way to view all of this campus information!

Attempts to study, gets lost on campus frequently, is socially inept

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A girlfriend
An app that would consolidate important campus resources to make navigating campus itself as well as its many resources more manageable
Better time management

Needs

- A better campus map so that he can stop being late to classes.
- A girlfriend

Wants

- To know more about the various campus resources, perhaps through a mobile application that consolidates all the information into one easy to use format.
- A girlfriend

Values

- Ease of use
- Design

Fears

- Attachment
- Spiders

MOBILITY LABS

Liam

age: 19
residence: Columbia, South Carolina
education: Associate's Degree
occupation: Student
marital status: Single

I really need to be able to do my assignments more efficiently!

Does homework, plays videogames, does more homework, studies

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Allows him to more study and navigate school recources more effectively

Needs

- A campus map
- Easte of access to assignments and grades

Wants

- An a
- To spend less time with frustrating apps
- A better map to walk around campus

Values

- His time
- Ease of usability
- Simplicity of design

Fears

- Anything below an a
- People
- Laggy connection

MOBILITY LABS

Shawn Crawford

age: 21
residence: South Carolina
education: Current Undergrad
occupation: Part Time Waiter
marital status: Single

I feel overwhelmed by all of this information!

Attends classes; Hangs out with friends; Goes to work.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
A single place where all of the university information can be found

Needs
- - Readily available information about their college
- - Updates on their schoolwork

Wants
- - A single app to access information on campus
- - Interactive map of campus

Values
- - Easy access to information
- - Organization

Fears
- - Missing out on fun activities
- - Failing classes