Rebecca Haley

age: 27
residence: Columbia, South Carolina
education: Bachelor's Degree in Computer Science
occupation: App Developer/Project Lead
marital status: Single, without kids

"My goal is to create appealing and useful tools to help others!"

Rebecca went to the University of Ohio to study computer science with a minor in business administration. Rebecca always had busy schedules and often found it difficult to find quick and reliable routes to her classes. Her and her team had an idea for an application to help students with the same problem she had during college. She has devoted her life to helping others and wants to continue helping on a larger scale.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Rebecca wants to help students with a struggle she went through herself. Her goal is to create an app with her team to solve that problem. Rebecca wants it to be easy to use, accessible, and accurate.

Needs

- Funding
- Creative inputs
- Legal clearance for location and tracking purposes
- Open, creative minds

Wants

- An app that is accessible and easy to navigate
- Accuracy even with construction or other external obstacles
- An appealing app

Values

- Hard work
- Constructive criticism
- Enthusiasm
- Communication

Fears

- Legal issues
- Not enough funding
- Inaccurate map features

MOBILITY LABS