

# Steve Steves

age: 24

residence: USC

education: ART

occupation: None

marital status: Married, single, with kids, without



*"Before you criticize someone, you should walk a mile in their shoes. That way when you criticize them, you are a mile away from them and you have their shoes."*

Steve went through a lot in life and he is scared about certain stuff

## Comfort With Technology

INTERNET



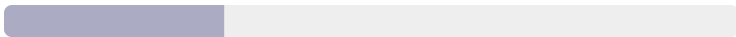
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Satisfies the needs.

## Needs

- I need 24/7 free rides
- Driver needs to be okay if I am drunk.
- Driver needs to be nice when I rage to random stuff.
- Driver needs not to have DUI.

## Values

- Drives is religious.
- Drives very cautious in traffic

## Wants

- The Driver should drive slow rides
- There should not be anyone else other than the driver in the car.

## Fears

- Driver does drugs
- Driver is drunk.
- He will die in a car accident.

# Timmy Horton

age: 20

residence: South Carolina, Columbia, The Retreat

education: In college

occupation: Sports Management

marital status: Single but ready to mingle



*"I don't have a car and like to study in coffee shops."*

I spend my day going to class on campus then from there I like to go to the Starbucks down in Five Points to do my homework and study for exams. I play hockey and would like to get a ride to the rink out in Irmo sometimes but Ubers are really expensive.

## Comfort With Technology

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## Needs

- A ride to and from coffee shops and ice rink.
- To have a good time

## Values

- Coffee,
- Doughnuts
- Hockey

## Criteria For Success:

Gets me to point A to point B without dying.

## Wants

- Low cost
- Friendly
- Safe

## Fears

- Paying almost \$50 to go to a coffee shop
- A bad driver

# Emily Watts

age: 21

residence: Columbia, SC

education: College Student

occupation: None

marital status: None



*I love partying and charity*

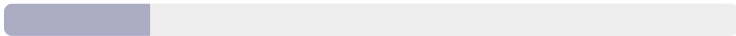
Emily is in AXO, she loves going to five points. Emily is on the move all day but does not have a car. She finds herself walking to places, or ubering. She also has a job at Village Idiot as a server.

## Comfort With Technology

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SOCIAL NETWORK



## Criteria For Success:

Emily needs a form of transportation to get where she needs to go throughout the day at a reasonable price.

## Needs

- Safe transportation
- Friends

## Values

- Her job
- Her Sorority
- Going downtown

## Wants

- Rides to where she needs
- A safe experience

## Fears

- Not having a safe ride
- Paying lots of money for transportation
- Not getting to five points to beat a line

# Jared

age: 19

residence: Ohio

education: High School Diploma

occupation: Part Time @ Wendy's

marital status: Single



*What up, I'm Jared, I'm 19, and I never learned how 2 read - Jared*

Majoring in business, plays on his college lacrosse team, and enjoys going to parties late at night.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Needs

- Transportation

## Values

- Food
- Sports
- Drinking

## Criteria For Success:

Wants to get the full college experience, and also wants to be safe.

## Wants

- Friends
- Start a startup

## Fears

- Reading
- Dying

# Miranda Kelly

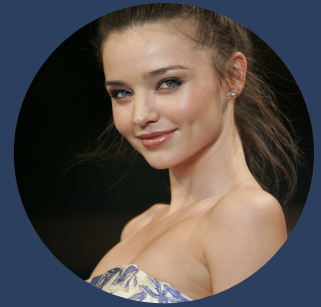
age: Like 21

residence: SC

education: Basically a Junior

occupation: Student

marital status: without



*"You should like follow me on like Insta"*

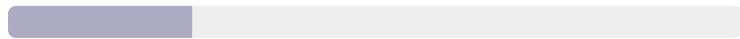
Hey guys! I'm currently like a Junior at the University of South Carolina studying Vissss Commmm!!! I'm an active member of my sorority Zeta Tau Alpha go Zeta baby. When I'm not designing stuff I spend my time going to hot yoga with my girls, going to philanthropy events and functions, or downtown at five points mostly Jakes since I'm 21. Just looking to have a good time ya know! :)

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SOCIAL NETWORK



## Criteria For Success:

I like hate the prices of Uber and Lyfts I always need a ride and its always like so expensive.... It also takes sooooo freaken long too! Im willing to pay for like a ride but not those prices ya feel! But I definitely need spontaneous rides and I hate waiting. Im also such a people person so I really want to meet new people! Also follow me on insta Im really close to 10k!! :)

## Needs

- Rides to Hot Yoga classes at 7 am
- Sorority functions
- Philanthropy events
- Downtown to Five Points MAINLY JAKES

## Values

- Nice people
- Good time
- People with a lot of followers

## Wants

- Meet new people and friends
- Cheaper Rides
- REally Really Spontaneous Rides

## Fears

- Paying for expensive Ubers and Lyfts
- Getting rides from people that are not college students like herself