Melvin Bovelvin

age: 22

residence: Irmo SC

education: Student at USC

occupation: USC Columbia Student

marital status: Single

Thats my purse I dont Know you

Is a commuter student who has classes later in the day. Computer Science Major

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Open source apps that work on all platforms

Needs
- Open Source
- Fast and non bloated
- Accurate parking data

Wants
- No personal information stealing
- Straight to the point UI

Values
- Privacy
- Efficiency
- Linux
- Open Source
- Time

Fears
- People
- Small and Big Animals
- Proprietary Software
- Social Interaction
- Sunlight

MOBILITY LABS

John Doe

age: **20**

residence: **Columbia SC**

education: **College**

occupation: **Student**

marital status: **Single**

I want to find parking spots easily

John goes to class everyday and has to commute to school.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

John likes to get to class on time, and he does not want to waste time finding parking.

Needs

- Needs to get to class

Wants

- Wants to not be late
- Wants a guaranteed parking spot

Values

- Timeliness
- Consistency

Fears

- Showing up late to class
- No parking spot

John Parker Lots

age: 19

residence: Chapin, South Carolina

education: High School

occupation: Student

marital status: Single

I love to eat white bread and pay for my parking wowie!

I live approximately 30 minutes away from the University, meaning I have to drive to downtown Columbia every day. Finding a parking spot is incredibly difficult for me due to numerous other students and people having work or educational opportunities downtown, especially if I'm late and all parking spaces are already occupied.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A good parking space that fulfills his needs and some of his wants.

Needs

- A sufficient place to park for people, especially students.
- Ability to pay or reserve for parking.

Wants

- Lots of space between cars so parking into and backing out of parking lots is easy and without hassle.
- Knowing when parking spots are open or will be open.

Values

- Good and quick communication and notification on sudden changes.

Fears

- Not being able to find a parking space.
- Having to park in a towing-enforced area specifically for customers.
- Backing out of tight parking spaces and risking contact with other cars.

MOBILITY LABS