

Betty Rowen

age: 75
residence: South Carolina
education: Bachelor's degree
occupation: Teacher
marital status: Married with kids



Life is short, and it is up to you to make it sweet. (Sarah Louise Delany)

I'm an English teacher in South Carolina hoping to provide the most for my students. I live with my husband and have 3 beautiful grown children. I use a wheelchair to move around and sometimes need assistance.

Comfort With Technology



Needs

- Ways to easily navigate my campus
- Easy access to ramps and elevators
- Sidewalks without potholes

Values

- Kindness
- Honesty

Criteria For Success:

Accessibility on campus or in daily life.

Wants

- An app that can be easy to understand
- Real feedback from app users to see how well the path is
- Quickly updated maps
- Something I can take offline

Fears

- N/A



Bio

Liam is a 25-year-old student living in Los Angeles. He is single and loves exploring the city on his bike or scooter.

Motivations

Liam is motivated by his love of being outdoors and exploring the city, as well as his need for convenience.

Devices

Liam uses an iPhone 12 Pro.

Goals

Liam wants to find the best places in the city to take his bike or scooter without having to worry about finding ramps and parking bars.

Pains

Liam finds it difficult to find the ramps and parking bars that he needs to ride his bike or scooter in the city. He also finds it hard to find the best places to ride.

Brand Affiliations

Nike, Red Bull, Apple

Liam

Age/Gender: 25male

Location: Los Angeles

Occupation: Student

Family Status: Single

Sarah Mitchell



Age: 25
Work: Graduate Student
Family: Single
Location: Columbia SC
Character: College Student

Goals

- **Navigate Campus Independently:** Sarah is a wheelchair user due to a congenital disability and aims to navigate her college campus independently. She wants to find accessible paths and ramps to reach her classes, library, and other campus facilities without relying on assistance.
- **Save Time:** Being a graduate student, Sarah has a busy schedule. She wants an app that helps her find the shortest accessible routes, saving her time between classes, research work, and meetings with professors.
- **Stay Informed:** Sarah also wants to stay updated about any temporary accessibility changes or construction work that might affect her routes. Being informed in advance will allow her to plan her routes accordingly.
- **Connect with Others:** Sarah would like to connect with other students who have similar accessibility needs, share information about accessible routes, and potentially form a support network.

Frustrations

- **Limited Accessibility Information:** Sarah currently relies on word-of-mouth or trial-and-error to find accessible paths on campus. She often encounters unexpected obstacles and inaccessible routes.
- **Time-Consuming:** Finding accessible routes manually is time-consuming and sometimes causes her to be late for classes or meetings.
- **Lack of Community:** Sarah feels isolated as she doesn't know many fellow students with similar accessibility needs. She wishes she could connect with others who face similar challenges.

User Story

Sarah has an early morning class in a building she's never been to before. She opens the Accessible Campus Pathfinder app on her smartphone, enters her current location, and the app displays accessible routes to her destination. She selects the route with the fewest barriers and follows the directions. Along the way, she notices a construction sign, and she quickly checks the app to confirm if it will affect her route; the app alerts her to a temporary detour. Thanks to the app, she arrives on time and feels more confident about navigating her campus independently.

How the App Helps

- **Comprehensive Accessibility Maps:** Our app provides detailed maps of the college campus, highlighting accessible paths and ramps. Sarah can easily find the most convenient routes.
- **Real-time Updates:** The app offers real-time updates on any ongoing construction work or temporary changes in accessibility. This helps Sarah plan her routes and avoid unexpected obstacles.
- **Community Features:** The app has a community forum where Sarah can connect with other students who have similar accessibility needs. She can ask for advice, share her experiences, and build a support network.

DO NEXT ➔ Customer Journey Map

See related templates

Maria Briceno

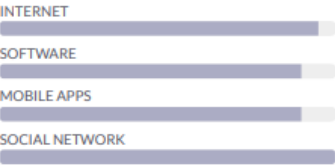
age: 17
residence: Columbia, SC
education: high school student
occupation: part-time at an ice cream shop
marital status: single



"I'm being totally safe! I know what I'm doing!"

Maria likes to quickly go around the city for school, work, and to hang out with friends.

Comfort With Technology



Needs

- Compatible with Apple phones
- Acts as GPS
- Prevents screen from locking
- Directions given by voice

Values

- Convenience and simple operation
- Not time-consuming

Criteria For Success:

An accessible app that's easy to use and that highlights ramps and skateboard-friendly locations.

Wants

- Customization features
- Saves frequented parking spots/ramps

Fears

- To be led to an unsafe location
- Privacy risks