

## 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

#### INTERNET

#### SOFTWARE

#### MOBILE APPS

#### SOCIAL NETWORK

#### 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

## Sarah James

Age: 21  
Residence: Columbia, South Carolina  
Education: College Student  
Occupation: Part-Time Server  
Marital status: Single



*"I enjoy cycling and reducing my carbon footprint by being with nature!"*

I'm a college student who relies on my bike and scooter to commute to campus every day. I prefer this mode of transportation as it helps me save money, stay active, and reduce my carbon footprint. I often struggle to find appropriate ramps and parking bars for my bike and scooter, which can be frustrating and time-consuming.

### Values

Resourceful for the community  
Very flexible and adaptable  
Proactive Engagement

### NEEDS

An app that allows students to find safe parking and accessible routes for scooters, bikes, wheelchairs, etc.

### GOALS

Convenient Parking  
Efficient to save time & Safety for bike/scooter

### CHALLENGES

Risk of Damage and Theft  
Limited Accessibility

### Comfort With Technology

#### Internet

#### Software

#### Mobile Apps

#### Social Network

Xtensio Upgrade your account to remove Xtensio branding and access premium features.

## 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

#### INTERNET

#### SOFTWARE

#### MOBILE APPS

#### SOCIAL NETWORK

#### 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