Evan Neal

age: 23
residence: New York
education: Bachelors Degree
occupation: Offensive Tackle for Giants
marital status: Single

Football is my passion!

Evan Neal is a second year player for the New York Giants. He is struggling to play his position and needs to get to the stadium earlier to practice. With an improved bus system, he can improve as a player.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Getting to the stadium earlier to practice.

Needs

- To be picked up by the bus close to his house
- Early morning and late night rides

Wants

- A spot on the bus to store football gear while commuiting

Values

- Respect for everyone on bus

Fears

- That the bus will make me late to practice

Jeff Alburns

age: 26

residence: Columbia, SC

education: Bachelors in Nutrition, pursuing a Masters.

occupation: Full time student, part time nutritionist.

marital status: Engaged

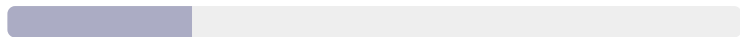*A quote from to help define their voice and personality.*

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

With some mobility issues, he needs better options to get back and forth across campus.

Needs

- Aid in getting from class to class.
- Options that are more accessible in TransLoc.

Wants

- To successfully get his Masters.

Values

- His health.
- His girlfriend.
- His education.

Fears

- Scared of not being able to get across campus as needed.

MOBILITY LABS

Joan Perez

age: 26
residence: Irmo, SC
education: Bachelors Degree
occupation: Teacher
marital status: Single

I need to make it to my students on time.

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but also now realizing how bad the bus system is for traveling.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

To make it to class on time.

Needs

- To track where buses are
- To know if they will make it on time

Wants

- The ability to reserve a spot on the bus

Values

- A calendar to see the bus schedule ahead of time
- The ability to see if the bus is too full to get a seat
- Notifications to know if a bus has been delayed and won't make it on time

Fears

- That it might make travel worse