



Reagan Mae is a University of Carolina freshman. She is super excited about pursuing an education to teach children. However, being a single mother to twins makes college life hard. She has a hard time finding a safe efficient way to her classes.

Reagan Mae- By Ayden Mathews

Reagan takes her children's safety and academic punctuality very seriously.

She can't seem to navigate her school schedule productively.

She starts missing classes due to trying to find the best route and realizes she needs a better way to get around.





Reagan tries many apps to help her with her problem. She tries Google Maps, Regular Maps, and Ways, but none fit all her needs. She needs an app that shares her location to friends in case of an emergency, has voice directions, and safely gets her and her kids to class on time.



Reagan goes to a University of South Carolina informational meeting. They went over everything you needed to know about what is going on at campus.

As reagan is walking out the door there is a list of helpful apps posted on the wall.

That is where she finds the app:
College Route

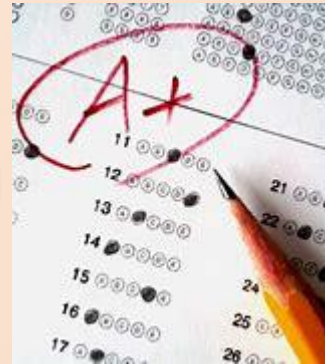


Reagan is beyond happy she found this app. Reagan believes this app changed her life. She is able to add her entire school schedule into the app and get there on time with her children safety. The app has all the features she wanted and so much more. Reagan does not even remember what it was like never not using it.



Reagan excels in her classes and is a great mom. Reagan is not only getting all A's in her classes but her kids are also scoring above average on their placement tests.

With not having to worry about their safety and leaving without knowing how much time you have to get somewhere.



With not having to worry about their safety and leaving without knowing how much time you have to get somewhere.



Daniel Smith

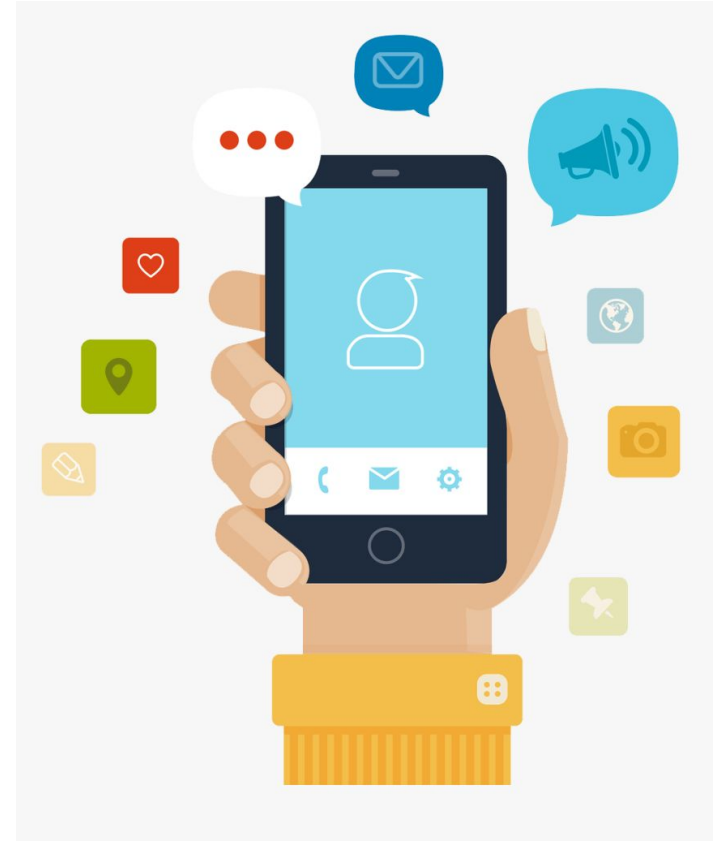
Daniel is a busy college student who is constantly on the go. Daniel doesn't have a car on campus, so he has to walk to all of his classes. Because his classes are far apart, he sometimes has a hard time finding them, which results in him being late.



Daniel takes his academic career very seriously, so he immediately starts trying to find a solution to his problem. He scrolls through the app store in hopes of finding an app that will help his situation.



Daniel find exactly what he is looking for: an app that can tailor specifically to his needs in order to improve his experience walking to class. The app has several special features such as options for what kind of walk he wants (scenic, fast, etc), voice navigation, traffic detection, and a step tracker.



Daniel enables his location services and inputs his entire daily schedule into the app. He adjusts each setting to fit his needs, and enables his notifications to ensure that he won't be late. He also enjoys the fact that he can change the app to dark mode and share his location with people just in case of an emergency.



The next day, Daniel gets a notification from the app that he has a class soon and should get ready for it. This day, he chose a scenic route. Daniel arrived to class early AND had an enjoyable walk because of this app.



Daniel is so happy that he found this app, so he decides to show it to all his friends so they can download it too. This app is incredibly helpful and improves the college experience for everyone who downloads it. Now, Daniel can't imagine how he ever lived without it.



Emily Smith

Emily is a freshman at South Carolina this year and is super excited to rush Tri Delta, start nursing school, and begin the best four years of her life. Her parents are very worried about her though because they know Emily tends to lack some critical thinking skills and tends to be quite bad at managing her time.



Emily

Emily's
Parents



Getting lost on Campus

Emily begins to get upset because she can't seem to navigate her school schedule and find any of her classes. She starts missing classes due to getting lost and realizes she needs a better solution than walking from her dorm and getting lost.



Emily is sad

Uber

One day emily realized she has the uber app downloaded and remembers that her dad's credit card is linked to her account. This is the perfect solution to all of her issues! She decides to uber to every single class to avoid any chances of getting lost or not knowing which building is hers!



Emily is happy getting into her 17th uber of the day!

Emily gets in trouble

After a month of Ubering to every class, Emily's dad noticed \$47,000 in credit card charges and is very angry. He tells Emily that their family is now bankrupt because of her Ubering habit and that she is never allowed to Uber again. After she tells him she was constantly getting lost and missing classes, he finds a free app that would help her with this issue.



Emily's dad

Emily

The App

This app changes Emily's life. She is able to add her entire school schedule into the app, get customized walking directions to the specific door she needs to go ion for each class, add her friends, create a custom avatar to represent her live location and so much more.

Emily using the app



Resolution

Emily thrives at college now that she is able to integrate walking into her usual schedule, find her classes, and make it to all of them on time. She gets all A's and goes on to become the president of Tri Delta as well as the most successful nurse of all time!



Emily #THRIVING

Allan Potter

Allan Potter woke up on his dead wife's side of the bed. He has been really sad lately and his wife always wanted him to go back to school and get his degree. He chose the University of South Carolina.



Allans First Moments

Allan gets dressed up for his first day of class and he is early and parks in the visitors center. He decides to walk, to his first class which is 12 minutes away from the center.



The Issue

After his class he comes back and his car is towed. He had the directions to his other classes printed in his car, but does not have time to go pick up his towed car due to his timing of the next class.



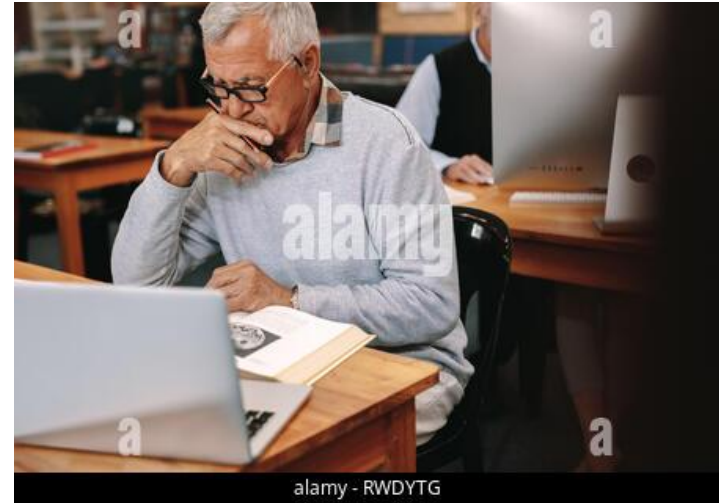
The App

Allan decides to call his daughter on his new iphone that she bought him and ask what he should do and how to find directions. She tells him to look for an app called Class Clock that is very easy to use and great for time management. The app also helps him properly organize his day to day class schedule quickly and efficiently. He downloads it and is on his merry way.



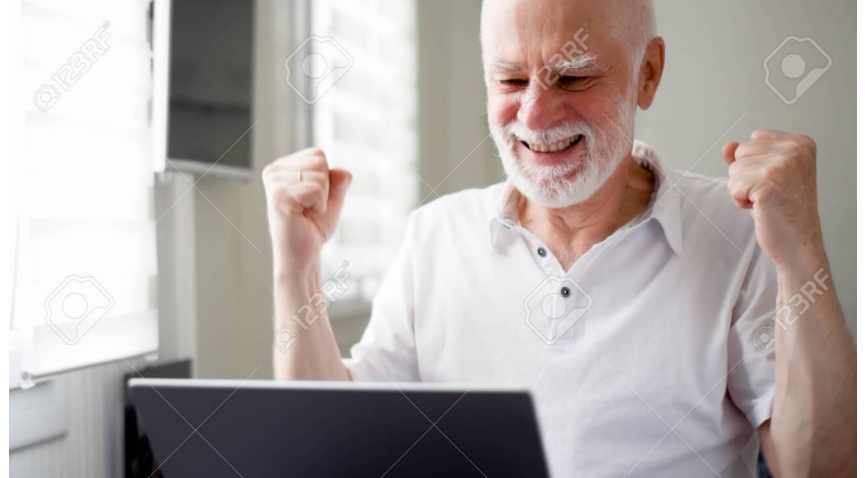
How it Helps

After downloading the app Allan is able to pick between walking to his classes or hopping on a shuttle. He is aware of the duration of the shuttle ride and walk and can plan accordingly. This results in him not only being on time, but early enough to be prepared.



The Next Day

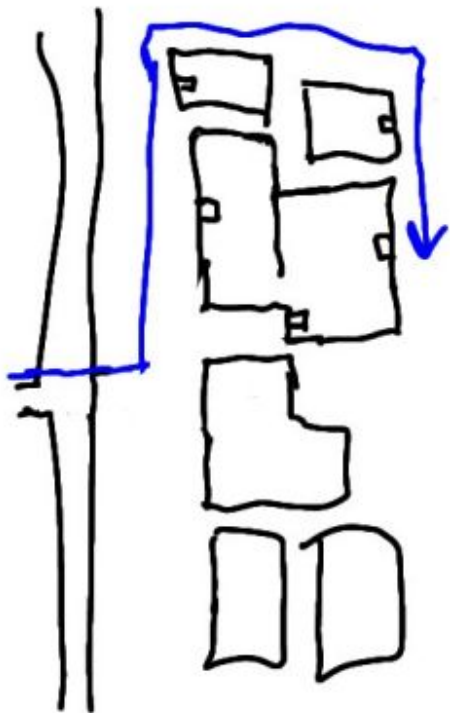
Allan then uses Class Clock the next day for his classes and takes a bus into the city to avoid his car from being towed. The app is simple enough for Allan to use and feel like an absolute tech god.



Jeremy Cowen- Raymond Konasrki



Jeremy wakes early to prepare for his day.



This is the path Google Maps gives him. Which he has memorized and uses every day to get to class.



This path is long and circuitous, meaning that Jeremy is often late despite his early start.



Not only that, but due to the long walks, he's tired before the day is even over.



This happens because google maps often fails to account for pedestrian shortcuts, such as alleys, connected buildings, and side entrances.



With a route like this, Jeremy can easily reach class on time with minimal walking.