

LANDON MICHAEL

age: Paul Davis

residence: Columbia, South Carolina.

education: University of South Carolina

occupation: Current university student

marital status: Single



"Technology is the solution to many struggles".

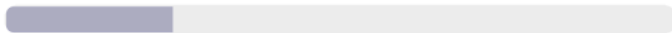
A lot of the day is spent studying and going to class.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Comfort with whatever assignment or materials I am having to learn.

Needs

- * A parking spot on campus
- * Safe environment to live

Values

- * My education
- * Moral values

Wants

- * To get a good education
- * Be in the top of my graduating class
- * Find a parking spot on campus with ease

Fears

- * Failing classes
- * Being late to events

Josh Arnold by Zach Abdulrahman

age: 20

residence: Columbia, South Carolina

education: Undergraduate Student at University of South Carolina

occupation: Job or primary way of making money

marital status: Married, single, with kids, without



"Nothing in this world can take the place of persistence"

I am interested in technology, hiking, and cooking. I live alongside the river and have 2 dogs!

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SOCIAL NETWORK



Criteria For Success:

I need productivity and a flexible schedule to feel accomplished and successful.

Needs

- - coffee
- - constant entertainment or something to do
- - better parking on campus and throughout the city of Columbia

Values

- - loyalty
- - integrity
- - family

Wants

- - good job out of college
- - to live in a big city
- - validation

Fears

- - not finding a parking spot
- - failure
- - rodents

Samantha Perez, by Max Eisenhardt

age: 31

residence: Columbia, SC

education: Bachelors Degree in Marketing

occupation: Professor

marital status: Married | 1 Child



"My students are my number 1 priority"

Samantha is a third year marketing professor who has been working tirelessly to put her students in the best position for success. She has been trying to improve on keeping her students engaged in class.

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Criteria For Success:

Being able to make every class on time so her students do not miss out on any class time.

Needs

- To be on time every day
- Provide a valuable education for her students

Values

- Student growth
- Punctuality to her classes

Wants

- Something that is easily accessible on a daily basis
- Parking class to her academic buildings

Fears

- Being late to class
- Doesn't actually improve student achievement
- Having to cancel class because there is no parking

John by Noah Parker

age: 19

residence: Columbia, SC

education: College

occupation: College

marital status: Not married



yawn

John wakes up at 7am every morning. He heads to school by 8 and needs to find parking.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- He needs the app to be quick, easy to use and help him choose the right parking spot

Values

- He values his time and wants to be productive at all times. He doesn't want to waste time looking for a parking space and risk being late.

Criteria For Success:

He needs to know where parking spots are open so that he can get to class on time. He would like an easy to use interface.

Wants

- He wants to always be on time. He wants to know that he has a parking spot available and where it is.

Fears

- He fears not being able to see where the parking spot is and his app not loading. He fears being late to class and extracurricular activities.

John Parker, by Deep Patel

age: 38

residence: Columbia, SC

education: 4-year business college degree

occupation: Business owner

marital status: Married, 2 kids



"Opening on time is important to maximize profit in the city"

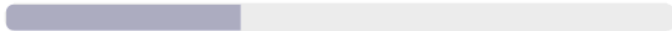
John Parker wakes up at 6AM to go open his restaurant in downtown Columbia. His shop serves breakfast until dinner and he works all hours. In order to avoid any mishaps, parking in a good spot is important to quickly pick up materials needed and to open and close on time, respectively.

Comfort With Technology

INTERNET



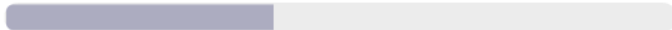
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Opening shop on time and not being stressed first thing in the morning about parking

Needs

- Opportunity for business,
- Parking for handicap and valued costumers,
- Steady input and output of people entering and exiting the restaurant

Values

- Having a schedule for constant success,
- Organized plan for minor setbacks

Wants

- Many open spots near his restaurant,
- Easy access to downtown area,

Fears

- Being late to open shop,
- Losing business because of no parking for costumers,
- Not being able to provide for his family

