

Persona:  
Johnathan  
Perez,  
freshman  
student at  
UofSC.



Johnathan is a student at University of South Carolina, and he has been consistently late for his class. This is because the bus always seems to be late. Johnathan needs to find another way more reliable way to get to class on time.



Johnathan recently heard of a new app for students. The app has real time tracking of all buses and displays all transportation methods around campus. Johnathan sees that a short walk away there are free-to-use bicycles.



All Johnathan has to do to use a bike is scan his Carolina Card at the bike holder. It tracks at what time a bike is take and what time it is returned to make sure that the bike always gets back safely. Johnathan rides his bike to class.



Johnathan has made it to class on time with his bike. Johnathan is happy he is not late for the third time in a row.



Johnathan now knows that even if a bus is late, he will always have a reliable transportation method to get to class on time.