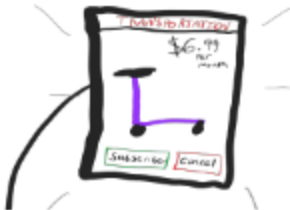




Damn! Once again, Barry West missed the bus! Despite living near campus for over a year, Barry constantly finds himself without a reliable source of transportation, as he also doesn't own a car. What he needs is an efficient method of getting around campus without stressing over the bus.



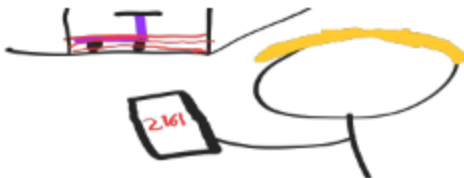
Back at his apartment, Barry's roommate, Davis, tells him about a brand new app that allows students to rent a method of transportation! Davis started using it last week and now he goes to and from campus with a bicycle. Barry, reasonably has doubts, but Davis reassures him that it's very helpful, and much more convenient than the bus.



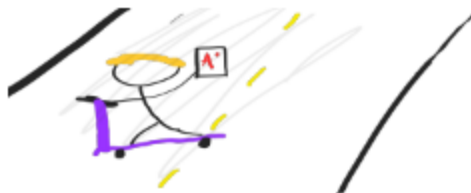
Taking Davis' advice, Barry goes ahead and signs up for the app. Now he just needs to figure out what kind of transportation he wants to rent. He always fancied a scooter, so he subscribes to it. What also catches Barry's eye is the \$6.99 monthly subscription, which is alot cheaper than he thought!



The next week, Barry has his own personal scooter! He can go all around campus now without having to worry about when or where the bus is going!



Of course, Barry wants to make sure that his scooter is still accessible and not stolen overnight. Luckily, the transportation app has just the fix! Using the app, Barry sets a 4-digit pin on a lock, a pin only he has access to. With that on his mind, he can rest easy and wake up to a safe and sound scooter!



With convenient access, a reasonable subscription, and reliable security overnight, Barry was able to have a great semester, thanks to his new scooter! Instead of worrying about what time the bus arrives, he now only has to worry about what time he should stop studying and hang out with his buddies!

Persona:
Johnathan
Perez,
freshman
student at
UofSC.



Scenario:
Johnathan's bus
is late often and
he needs a
more reliable
way to get to
class.

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 taken 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.



John is a student with back to back classes. Because he has to travel to different buildings in short periods of time, he is frequently late. He doesn't have a car and does not have great alternatives for transportation.



In an attempt to save his attendance he downloads a ride sharing app for students.



Through the app he is able to schedule and reserve bikes. Which he uses to quickly travel between buildings.



When he is done he simply leaves locks the bike in a designated bike rack. And marks the bike as available on the app.



John's attendance significantly improves as he is able to get to class on time.