

Olivia Krantz

age: 18

residence: Columbia, South Carolina

education: University of South Carolina

occupation: Student

marital status: Single

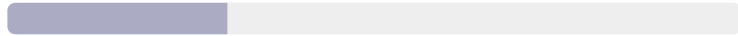


Man, walking on campus is rough with all this construction!

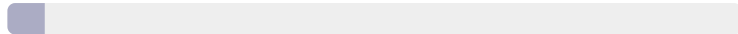
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An app that has correct bus times, walking directions with construction, available parking sp

Needs

- available parking spots on campus, walking directions with construction factored in, up to date bus times

Values

- easy user interface
- easy login process

Wants

- easily walk on campus in the easiest/most direct way

Fears

- being late to a meeting, getting hit by a bus