

# Olivia Krantz

age: 18

residence: Columbia, South Carolina

education: University of South Carolina

occupation: Student

marital status: Single

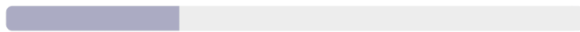


*Man, walking on campus is rough with all this construction!*

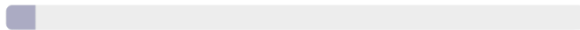
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

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

## Values

- easy user interface
- easy login process

## Criteria For Success:

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

## Wants

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

## Fears

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

# Steve Somethingson

age: 19

residence: Columbia, SC

education: University of South Carolina

occupation: None

marital status: Single



*"I love walking through traffic (sarcastically)"*

Can't remember routes. Good student who gets lost through traffic.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Notify where to go to make it to class on time and alert them of when to leave

## Needs

- Make it to class on time

## Wants

- To walk to class
- Easy route
- Have time to spare

## Values

- Time
- Effort

## Fears

- Being late
- Getting lost



# John Johnson

age: 20

residence: Columbia, SC

education: University Of South Carolina

occupation: Bus Driver

marital status: Married



*"This construction be making my job way too hard yo"*

Drives buses around campus but often gets lost due to the construction

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He needs to be able to make it to each bus stop on time without getting lost.

## Needs

- To drive his route
- Make it to his destination on time

## Wants

- To follow the fastest route

## Values

- Time
- Money

## Fears

Get injured

