

# Lily Ferrone

age: 24  
residence: West Columbia, SC  
education: Bachelor's Degree  
occupation: Social Worker  
marital status: Single



*"Happy girls are the prettiest"*

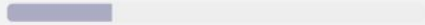
Lily is a very active and energetic person. She starts off every day with a run and coffee. She likes to stick to routine. She hates when things are out of place.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Can show maps with trails and the difficulty of each trail
- Can tell the estimated time for each trail
- Warns of possible risks/dangers

## Values

- Organization
- Commitment
- Preparation

## Criteria For Success:

Lily thrives when everything is organized and under control. She hates messy and unorganized stuff and it has a negative impact on her overall ability to concentrate and get the best out of things.

## Wants

- Organized and easy to navigate interface
- Built-in compass when looking at maps so she doesn't have to carry one
- Guide for helpful things to bring on trips depending on duration and area

## Fears

- Failure
- Being lost literally or figuratively

# John Wilson by Avery Cronin

age: 57  
residence: Columbia, SC  
education: PhD in Data Science  
occupation: Works for FaceBook  
marital status: Married with kids



*"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains." — Steve Jobs*

John is a workaholic who wants to make time for his family and sees camping as an opportunity to bond with his family. He wants to be able to just go for a weekend and enjoy his family and then go back to work on Monday.

## Comfort With Technology

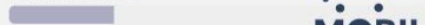
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

His criteria is a trip that is fun and easy, if the trip requires more than a little effort he'll be upset. He wants to just be able to leave his house with some basic necessities and be able to have a good weekend without needing to spend days preparing.

## Needs

- He needs an app for information on camping, as he is going to use it to bond with family.
- He needs recommendations on what to bring and use on a camping excursion

## Wants

- He wants the app to be installed and then work automatically, with as little input as possible
- He wants it to send him reminders throughout the day such as "Prepare the charcoal for dinner"

## Values

- Simplicity
- Speed
- Good design

## Fears

- Fears wasting a weekend and drifting apart from his family.

# Fred Monroe

age: 33  
residence: Cayce, SC  
education: 2 Year Associate's Degree in Building Design  
occupation: Drafting Technician  
marital status: Married with 2 Children



*"Planning is bringing the future into the present so that you can do something about it now." -Alan Lakein*

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:

Fred truly has the heart of a crafter: he feels as though the day is wasted if he fails to make significant progress on his projects.



**Needs**

- Fred is rather meticulous when planning out anything he wants to do, so providing information specific to his camping trip is essential.
- This information includes: Weather for the duration of the camping trip, supplies needed for camping, potential hazards within the area, etc.
- 

**Values**

- Fred values having control over every aspect of his camping trips. (If he knows the weather one weekend isn't going to be too good, then he can very easily move the trip to a more favorable time).

**Wants**

- Fred would like to be able to access all the details of his trip in a single spot when he's planning it out. It's like carrying an eagle scout's handbook with you wherever you go!

**Fears**

- Fred's biggest fear is uncertainty. He will do everything within his power to plan something out, as leaving things up to chance will only mean terrible things are to come.

# Micheal Easton by John Congdon

age: 33  
residence: Columbia, SC  
education: Bachelors Degree  
occupation: Freelance Software Developer  
marital status: Single



*"Every sunrise is a new opportunity"*

Micheal enjoys team projects and spending time with his dog. His favorite time of the week is the weekend.

## Comfort With Technology

INTERNET



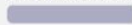
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Micheal likes a good team culture, up-to-date software, and a guiding idea to be most effective.

## Needs

- Micheal needs the app to guide him to trails near him
- Micheal needs the app to find places to find camping supplies
- Micheal needs the app to find wildlife in his area

## Wants

- Micheal wants to identify plants near him
- Micheal wants to know when the trails near him are crowded
- Micheal wants to know the weather during the duration of his trips

## Values

- Competency
- Communication
- Attitude

## Fears

- Uncertainty
- Lack of a Team Effort
- Unknown Errors