

# Devin Highsmith

age: 88

residence: Columbia, South Carolina

education: Bachelor at Clemson

occupation: Works at subway

marital status: Married with 8 kids

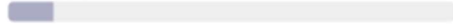


*"Eat fresh"*

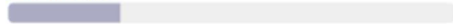
Work at subway 9-5

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Hard word and determination

## Needs

- More parking spots at subway
- A better paying job than subway

## Values

- Respect, pride in oneself, integrity

## Wants

- New education at the superior school, University of South Carolina
- Easier parking spots for old people

## Fears

- Afraid of packed parking lots
- Afraid of run over in a parking pot
- Being homeless

# Will Smithed

age: 19

residence: Columbia, SC

education: Highschool Diploma

occupation: Unemployed

marital status: Married



*Ahaha, that's hot*

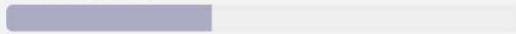
Most of my free time is spent scavenging for parking spots.

## Comfort With Technology

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### SOCIAL NETWORK



## Criteria For Success:

I want to arrive to class on time and maintain high grades.

## Needs

- Adequate parking spaces
- Manageable traffic
- Affordable transportation

## Wants

- No pentalties for being late to class when it was unavoidable

## Values

- Making good use of my tuition
- Being sociable and growing my network

## Fears

- Forgetting to turn in assignments
- Overthinking on an exam
- Being late to class

# Christopher Williams

age: 61

residence: Columbia, South Carolina

education: Masters in Early Education

occupation: Professor at University of South Carolina

marital status: Married for 23 years

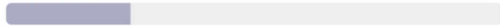


*"Every moment is a moment to learn from."*

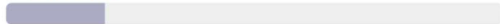
Christopher is a teacher who struggles to park in the mornings in time to teach class on schedule.

## Comfort With Technology

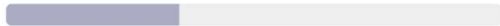
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- A distinct and visible way to see the available spots as he has vision problems.
- A timely solution because of how far his home is from campus.
- Easy user interface due to him struggling to use apps.

## Values

- Fast connection times
- Quick updates to available spots

## Criteria For Success:

Wants to have an efficient app that she can find a park easily in the garage she has a pass in.

## Wants

- He would like a notification in the morning for the level of traffic in a garage.
- He would like a guide on how to use the app.

## Fears

- Having to wait for a park.
- A park that was called available being used.
- Being late for teaching.

# Kyle Monster - created by Jacob Hammond

age: 21

residence: Columbia, SC

education: Junior in College

occupation: Relies on parents

marital status: Single, but ALWAYS looking



*A monster a day keeps the bad grades away*

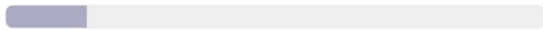
Kyle goes to class because he is required to. His diet consists of fast food and Monster energy drinks. He enjoys driving his lifted truck pretty much everywhere and wants everyone to know how loud it is.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Kyle just wants a spot to park his truck to show off to people

## Needs

- Needs space for his big truck
- Must be at least within walking distance of his classes

## Values

- Big trucks
- Highly political
- Lots of energy drinks
- The redneck way

## Wants

- More modifications for his truck
- Larger wheels for his truck
- More caffeinated energy drinks

## Fears

- His truck being taken away
- Monster energy getting a new recipe

