

Jeffrey Jefferson

age: 56

residence: Columbia, SC

education: College Student (Non-Traditional)

occupation: Author

marital status: Divorced twice



"I love writing."

I often write about food shortages for low-income students. When I began at UofSC, I saw that the meal plan did not allow for delivery, and was upset.

Comfort With Technology

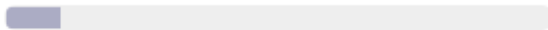
INTERNET



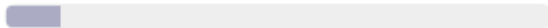
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Fast, easy, and reliable

Cutting-edge delivery technology

Needs

- Need Italian content
- Easy UI to navigate
- Convenience

Values

- Creativity
- Artistic Expression
- Faithfulness

Wants

- Not to worry about getting food, even if quarantine
- Non-contact delivery

Fears

- I have a autoimmune disease, so the present COVID situation is quick scary.



Patricia Peterson

age: 19

residence: Columbia, SC

education: PhD

occupation: Epidemiology research

marital status: Single



"I often get sick / my eyes often water."

Patricia has to be careful about everything she does as she is highly allergic to most products. As such, she not only wants more meal plan options with regards to her recent self-quarantine, she needs it.

Comfort With Technology

INTERNET



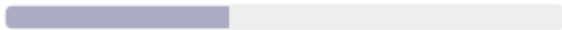
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to see the products of her hard work.
She loves working for the sake of improvement.

Needs

- As a hypochondriac, she needs to feel safe at all times.
- She needs a fast and easy service to provide safe meals that fit her allergies.

Values

- Honestly
- Respect
- Courage

Wants

- She loves ice-cream. She wants ice-cream!
- She worries that her sugar content is too low. Thus she is willing to pay extra for dessert.

Fears

- She is afraid of getting sick.
- She is afraid of dying.
- She is afraid of heights.



MOBILITY LABS

Jason Tran

Melinda Carter

age: 22

residence: Columbia, SC

education: Graduate Student

occupation: Part time

marital status: Single



"I don't have time to pick up food, because I am always studying!!!"

Very busy on the computer studying for exams, so she has no time to pick up meal plan food in a traditional setting.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Location-services for meal plan meals
- User-friendly rewards system
- Favorite meals system

Needs

- Easy quick delivery
- Affordability
- Reliable service

Values

- Supporting local business
- Education
- Freedom

Wants

- Variety of food options
- Cultural dishes
- Updates on preparation / delivery of food

Fears

- Fears cooking her own meals (past experiences)
- Missing proper meals due to COVID



Rachael Stokes

Joe Schmoe

age: 18
residence: Columbia, SC
education: College Student
occupation: N/A
marital status: Married, 4 Kids

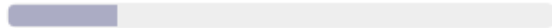


"I love my family."

I have four kids and a wife I need to support. As such, I do not have time to worry about the meal plan not being what I want when we are quarantined.

Comfort With Technology

INTERNET



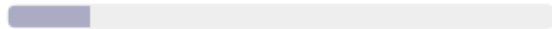
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Quick and reliable
- Enough food for a family

Needs

- Needs to have the option to select multiple meal swipes at once to feed his family
- Needs to be able to choose each meal to suite his child's needs

Values

- American ingenuity
- Freedom

Wants

- Enough to feed his family.
- Cheap enough not to worry about feeding his family.

Fears

- Not being able to support family

