

# Addisson Smith

age: 21

residence: California

education: PhD

occupation: Product Manager

marital status: single



## THE PROBLEM OF PARKING

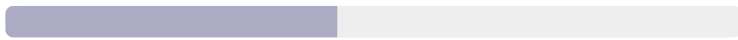
I struggle daily on how to find a balance between my social and educational life

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- a college degree
- housing
- money
- More parking spaces on campus

### Values

- Faith
- Family
- Money

### Criteria For Success:

I want to build a successful clothing brand, be an academic weapon, and be social media famous.

### Wants

- More Cothings
- more social media followers
- more cars

### Fears

- losing my family members
- not being successful
- not being able go to school due to lack of parking spaces on campus

# Micheal Scott

age: 25

residence: Columbia

education: College

occupation: waiter

marital status: engaged



*I can't find anywhere to park on campus*

A balance of working at the California Dreaming restaurants and going to school to get his

degree



Comfort With Technology

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SOCIAL NETWORK

Needs

- College degree
- Available parking

Values

- College degree
- Fiance
- available parking

Criteria For Success:

I need to be able to get a college degree to support my future family.

Wants

- To be able to get to class on time and be able to drive to campus
- To have a happy life with his happy wife.

Fears

- Not being able to graduate college because he has nowhere available to park.

LABS



# Angus

age: 32

residence: columbia

education: PHD Math

occupation: Professor

marital status: married x2



*I love math but I also love easy parking*

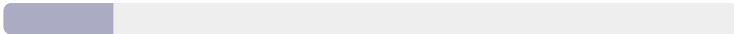
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



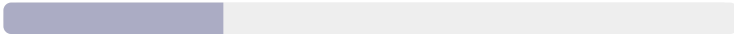
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

solving a problem in the most efficient solution

## Needs

- open parking spots
- overnight parking

## Values

- efficiency
- comfort
- 

## Wants

- close distance parking
- free parking

## Fears

- tickets
- cops
- tow trucks

# Name

age: John Smith

residence: 21

education: Current College Student

occupation: Student

marital status: Single



*So excited to be in my last year of classes at South Carolina!*

Student at USC, Darla Moore School of Business - Accounting Major  
Drives to classes because he lives off campus. Does not own a USC parking pass.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Parking
- Ability to find parking easier

## Values

- Efficiency
- Ease of Access
- Simple UI

## Criteria For Success:

A way to easily find parking without spending considerable amounts of time (10+ minutes) before class.

Efficient - should be able to locate a spot in under 120 seconds

Proximity to location - see how close/far available parking is from building he's going to (i.e. Darla Moore)

## Wants

- Efficiency in finding parking
- Proximity to academic buildings when necessary
- Free parking

## Fears

- Complicated menus/User Interface
- App wasting too much time/not making it easier to find parking
-