

# Bill Kirven

age: 19

residence: South Carolina

education: College

occupation: Student

marital status: Single



*Parking is just awful on campus, I cant park anywhere, and I dislike it very much.*

Going to class, hanging out with friends, and playing basketball is how I spend my days.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Getting to class on time and, striving for success in all of my day to day activates.

## Needs

- - A phone
- - Passport Parking App
- - A car
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## Wants

- - To know where and when to park and if spots are available or not.

## Values

- - Values time and efficiency

## Fears

- - fears not being able to park anywhere