

Emily Watts (Matt McGovern)

age: 21

residence: Columbia, SC

education: College Student

occupation: None

marital status: None



I love partying and charity

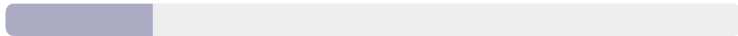
Emily is in AXO, she loves going to five points. Emily is on the move all day but does not have a car. She finds herself walking to places, or ubering. She also has a job at Village Idiot as a server.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Emily needs a form of transportation to get where she needs to go throughout the day at a reasonable price.

Needs

- Safe transportation
- Friends

Values

- Her job
- Her Sorority
- Going downtown

Wants

- Rides to where she needs
- A safe experience

Fears

- Not having a safe ride
- Paying lots of money for transportation
- Not getting to five points to beat a line

Timmy Horton

age: 20

residence: South Carolina, Columbia, The Retreat

education: In college

occupation: Sports Management

marital status: Single but ready to mingle with Ben



"I don't have a car and like to study in coffee shops."

I spend my day going to class on campus then from there I like to go to the Starbucks down in Five Points to do my homework and study for exams. I play hockey and would like to get a ride to the rink out in Irmo sometimes but Ubers are really expensive.

Andrew MacMurray

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Gets me to point A to point B without dying.

Needs

- A ride to and from coffee shops and ice rink.
- To have a good time

Values

- Coffee,
- Doughnuts
- Hockey

Wants

- Low cost
- Friendly
- Safe

Fears

- Paying almost \$50 to go to a coffee shop
- A bad driver

Steve Steves | V.N. Anirudh Oruganti

age: 24

residence: UofSC Campus

education: Visual Art

occupation: Student

marital status: Single



“Howdedo buckaroo”

Steve is cautious person

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Satisfies the needs and wants.

Needs

- Driver needs to be okay if Steve eats or drinks in car
- Driver needs to be okay if Steve is drunk.
- Driver needs to respect Steve's opinions .

Values

- Advise
- Money
- Safety

Wants

- No Speeding
- Reaching from point A to B while driving in or close to public.

Fears

- Driver falls asleep while driving
- Driver is drunk.
- Driver has prior DUI's

Jared - James Marion

age: 19

residence: Ohio

education: High School Diploma

occupation: Part Time @ Wendy's

marital status: Single



What up, I'm Jared, I'm 19, and I never learned how 2 read - Jared

Majoring in business, plays on his college lacrosse team, and enjoys going to parties late at night.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Transportation

Values

- Food
- Sports
- Drinking

Criteria For Success:

Wants to get the full college experience, and also wants to be safe.

Wants

- Friends
- Start a startup

Fears

- Reading
- Dying

Miranda Kelly(Kevins)

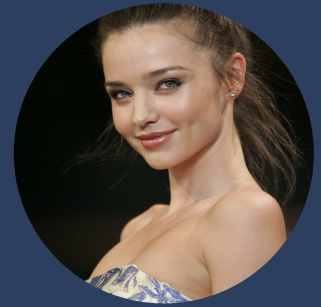
age: Like 21

residence: SC

education: Basically a Junior

occupation: Student

marital status: without



"You should like follow me on like Insta"

Hey guys! I'm currently like a Junior at the University of South Carolina studying Vissss Commmm!!! I'm an active member of my sorority Zeta Tau Alpha go Zeta baby. When I'm not designing stuff I spend my time going to hot yoga with my girls, going to philanthropy events and functions, or downtown at five points mostly Jakes since I'm 21. Just looking to have a good time ya know! :)

Comfort With Technology

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I like hate the prices of Uber and Lyfts I always need a ride and its always like so expensive.... It also takes sooooo freaken long too! Im willing to pay for like a ride but not those prices ya feel! But I definitely need spontaneous rides and I hate waiting. Im also such a people person so I really want to meet new people! Also follow me on insta Im really close to 10k!! :)

Needs

- Rides to Hot Yoga classes at 7 am
- Sorority functions
- Philanthropy events
- Downtown to Five Points MAINLY JAKES

Values

- Nice people
- Good time
- People with a lot of followers

Wants

- Meet new people and friends
- Cheaper Rides
- REally Really Spontaneous Rides

Fears

- Paying for expensive Ubers and Lyfts
- Getting rides from people that are not college students like herself

