

Jimothy Tucker

age: 23

residence: Old Shandon, Columbia, South Carolina

education: B.S.B.A. in Operations and Supply Chain Management

occupation: Graduate Student

marital status: Single



"I just want to build the Jimothy Shipping Company" - J.T.

Jimothy spends his day moving around campus to complete his graduate studies and perform his duties as a graduate TA.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jimothy needs the rush of overcoming a challenge to feel successful. If something is too easy he becomes disinterested quickly.

Needs

- A better way of moving around campus
- Better access to public transportation

Wants

- A way to know where his friends or students are going
- A group feature for navigating campus

Values

- Hard work
- Honesty

Fears

- Never being enough for the ones he loves

Jared Dolby

age: 20

residence: Columbia, SC

education: Currently in College

occupation: Student

marital status: Single



“Arriving late was a way of saying that your own time was more valuable than the time of the person who waited for you.” — Karen Joy Fowler

Jared spends most of his day studying and attending class, but on the weekend he likes to dig tunnels under important government buildings.

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SOCIAL NETWORK



Criteria For Success:

Making it to class on time

Graduating from college

Needs

- Needs to feel safe commuting to class
- Needs to get to class in a timely manner

Wants

- An easy and convenient way to safely get to class on time
- A way to map out all their classes and find the most efficient way to get to them

Values

- Safety
- Social activity
- Grades
- Being on time

Fears

- Being late to class
- Running into unsafe situations while walking

Kenny Kensworth

age: 21

residence: Columbia, SC

education: High School Diploma

occupation: Works at Russell House

marital status: Single with 2 kids



"Your mother was a hamster and your father smelt of elderberries." - Monty Python and the Holy Grail

Kenny uses a wheelchair due to a disability. He spends his time outside reading and people watching.

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SOFTWARE



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SOCIAL NETWORK



Criteria For Success:

To feel successful, Kenny strives to do everything that an able-bodied person can do, despite his disability.

Needs

- Kenny needs to find a wheelchair-accessible path to his classes
- Kenny needs to know when to leave for class so that he is not late due to detours

Wants

- A nice jacket
- Better weather
- A father figure

Values

- Grades
- Friendships
- Personal Time

Fears

- Being late to class
- Steep slopes

Fred Jones

age: 19

residence: Lives in on campus dorm at U of SC

education: Current in the Darla Moore School of business at U of SC

occupation: Currently a sophomore

marital status: Single



"You miss 100% of the shots you don't take" -Michael Scott

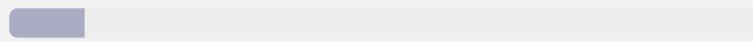
Fred likes wake up early and spends most of his day doing school work and going to class. Fred is very efficient with his time during the day so that way he can party at night.

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MOBILE APPS



SOCIAL NETWORK



Needs

- An effective way to navigate between his different classes efficiently and quickly.

Criteria For Success:

In order to feel successful, Fred needs to manage his time well, and not waste a lot of his day.

Values

- Prides himself to always being on time to things.
- Likes to have free time to have fun.

Wants

- To not waste anytime at all during the day.
- A platform to meet people that go to his school that has similar classes, and schedules.
- To manage his school time more efficiently so he can have more free time at night.

Fears

- Fears being late to his classes.
- Forgetting to go to his classes.

Gary Gord

age: 19

residence: Preston Residence Hall

education: Freshman at USC

occupation: Unemployed

marital status: Single



"I love exploring campus with my friends?"

Gary loves spending time with his friends and involving himself in social actives. He is always walking around campus and wants an easy way to navigate and meet with friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Wants to become an entrepreneur that owns his own business.

Needs

- Quick access to public transportation
- Easy way to navigate campus

Wants

- An easy way to connect with friends
- An active social life

Values

- Relationships
- Active lifestyle

Fears

- Not achieving all his goals
- Not doing well academically