

John Smith

age: 45
residence: Columbia, South Carolina
education: Bachelors
occupation: Software Developer at Bank of America
marital status: Married



Live a Happy Life with Family

Commutes to Bank of America in Columbia everyday of the work week and spends time with family and friends during free time

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To develop a nice life for their family

Needs

- Make it to work everyday
- Earn enough to support upcoming baby's upbringing
- Take care of wife during pregnancy

Wants

- To travel to Japan once in their life
- Buy a branded car
- Buy a better home in a new area
- Be able to commute to work without traffic issues

Values

- Spending time with family
- Giving back to the community

Fears

- Being fired or losing pay at their job due to commuting issues
- Not being able to raise family sustainably



Amber McDonald

age: 20
residence: Columbia, South Carolina
education: Pursuing Bachelors
occupation: N/A
marital status: N/A



Be successful

Student at University of South Carolina pursuing a major in Nursing

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Become a successful travel nurse

Needs

- Be able to complete assignments
- Get good enough grades to land a job
- Commute back and forth from classes

Wants

- To gain better transportation to school and back
- A shuttle that will take them to the right places at the right times

Values

- Spending time with family
- Developing a good network

Fears

- Not being able to make it to classes on time or commute at all



James Shepherd

age: 44
residence: Columbia, South Carolina
education: PHD
occupation: Professor at University of South Carolina
marital status: Married



Be successful

Professor of Mathematics at University of South Carolina

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Motivate and Educate students to be successful

Needs

- Commute to class on time to ensure students receive proper education

Wants

- A better commute to campus
- students to be more prompt when coming to class

Values

- Spending time with family
- Education

Fears

- That personal commuting problems will negatively affect students

