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	Criteria For Success: To develop a nice life for their family
	,
SOFTWARE	
MOBILE APPS	
SOCIAL NETWORK	
Needs	Wants
Make it to work everyday	 To travel to Japan once in their life
 Earn enough to support upcoming baby's 	 Buy a branded car
upbringing	 Buy a better home in a new area
Take care of wife during pregnancy	 Be able to commute to work without traffic

Values

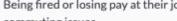
- Spending time with family
- Giving back to the community

issues

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	Techno	logy

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

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

Values

- Spending time with family
- Developing a good network

Criteria For Success:

Become a successful travel nurse

Wants

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

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	Criteria For Success:
INTERNET	Motivate and Educate students to be successful
SOFTWARE	
MOBILE APPS	
SOCIAL NETWORK	

Needs

Commute to class on time to ensure students receive proper education

Values

Spending time with family

Education

Wants

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

Fears

That personal commuting problems will negatively affect students

