

John Jackson

age: 18

residence: Columbia, SC

education: College

occupation: College Student

marital status: No



I just wanna get to class on time, y'know?

I spend my days learning and trying to get a degree

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to cross the streets and get to class in a timely and safe manner

Needs

- Knowing which lights are not working/glitched
- Knowing where each non-working traffic light is

Wants

- Easy and intuitive graphical interface
- Possibly a way to give feedback/report if lights change
- Possibly seeing notes which indicate what

Values

- Accuracy
- Relatively quick update times

Fears

- Lights turn green in the middle of crossing the street
- Waiting forever for a traffic light that doesn't change
- Being late to class

Lisa Brent

age: 28

residence: South Carolina, Columbia

education: College Degree

occupation: Employee

marital status: Single



I just want to be a part of something successful that has purpose.

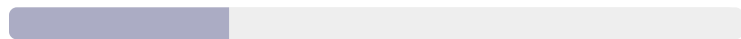
I spend my days working with my company to develop apps and meet customers' needs.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being apart of team that creates a successful app to help people.

Needs

- Work-life balance
- Equal opportunities
- Positive work enviornment

Values

- Qualities that he or she values
- High level planning is an example

Wants

- Recognition
- Opportunities for growth
- Flexibility

Fears

- Failure
- Spiders
- Heights

Lon Sawyer

age: 36

residence: Columbia, South Carolina

education: Bachelor

occupation: Boss

marital status: Married



I want to be able to lead a team to help those around us.

I spend my time leading a team of people to help the rest of the company focus on helping those in need.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to lead a team, or help lead one and have team members that are able to pull there own weight.

Needs

- Stable connection to the internet
- Ability to contact team members

Values

- Making new social connections
- Ability to get work done on time

Wants

- Stable work life
- Good team

Fears

- Failure
- Not being able to go home
- Overworking

