



CHLOE ANDERSON

USC Student

“I just want to navigate Columbia efficiently without feeling unsafe or breaking the bank”

About

Age: 19

Grade: Sophomore

Clubs: Society of Women Engineers, Theta Tau, Student Government

Myers-Briggs: ESTP

Tech-Savviness: High

Career Goals

IT Analyst
DevOps Engineer
Project Manager
Systems Analyst

Hobbies

Reading Yoga
Running Hiking

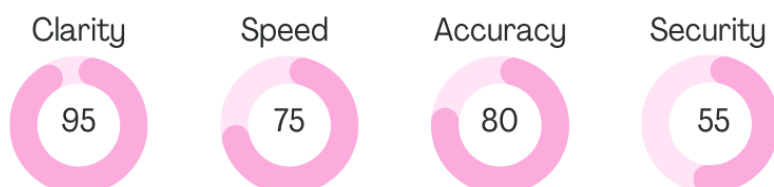
Biography

Chloe is a sophomore undergraduate student studying CIS at the University of South Carolina. She is frustrated with the lack of safe ride share options late at night and feels like traditional ride share apps like Uber and Lyft don't satisfy her needs. She's very active in her community and is typically out and about in Columbia and on campus, and needs a simple and easy-to-navigate interface that will allow her to get around without fearing for her safety.

Frustrations

- Safety issues reported with Uber and Lyft
- Ride share apps becoming more expensive
- Current alternatives (like SafeRides) do not have a user-friendly interface

Needs



Brands



lululemon



BARNES & NOBLE

1

Are you a

or

2

Rider

or

3

How many people are riding?

	v
1	
2	
3	

4

Where is your pickup location?

5

What is your desired pickup time?

6

Choose your drivers:

7

Emily M. is on her way!

Time: 15min

Map:

8

Emily M. is here!

Venmo: ~~~~~

QR code:

Driver Sketch #2

1

Are you a

or a

2

Driver

or



3

What kind of car do you drive?

Make: _____


Model: _____

Color: _____



 

4

How many people can fit in your car?



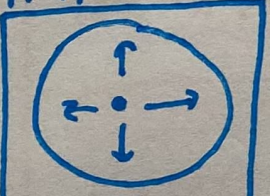
(excluding yourself)



 

5

How far are you willing to drive?

Map:





6

Set your rate:

Per rider: _____


Per mile: _____

Custom: _____

7

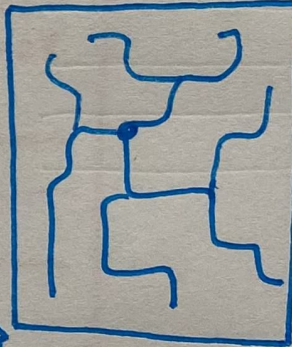
Pick your rides:




8

Time to rider:

15 min





New Driver Sketch #3

