

Naomi Wildman, by Spencer Beaumont

age: 22

residence: Columbia, SC

education: Junior at UofSC

occupation: DoorDash Driver

marital status: Not married, but has a boyfriend



"My last name might be Wildman, but I'm not wild, man."

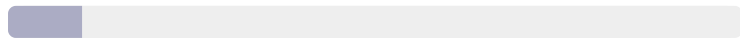
Naomi likes to keep busy. When she's not studying for her degree, she's out earning money with DoorDash or spending time with her boyfriend.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

The quickest solution is the best solution. Naomi is always looking to find the fastest route, and that also applies to parking.

Needs

- Quick and easy parking
- To spend less time looking for parking

Values

- Saving money
- Saving time

Wants

- To easily find parking for school and social events

Fears

- Missing out on the most important things in life
- Failing due to being late