John Smith

age: 19
residence: Columbia, SC
education: Pursuing Bachelors Degree
occupation: Student
marital status: Single, without kids

I love going to class and getting there on time.

I like to go to class, study, and hang out with my friends.

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Graduate, secure internships, and a future career.

Needs
- Ease of transport around campus
- Food, water, and shelter
- Ability to well in school

Values
- Honesty
- Kindness
- Integrity

Wants
- To get to class on time
- Do well in my classes
- To not get stuck behind trains

Fears
- Not getting to class on time
- Getting stuck behind a train

Dalauan Sparrow

age: 27
residence: 91002 Money Ln.
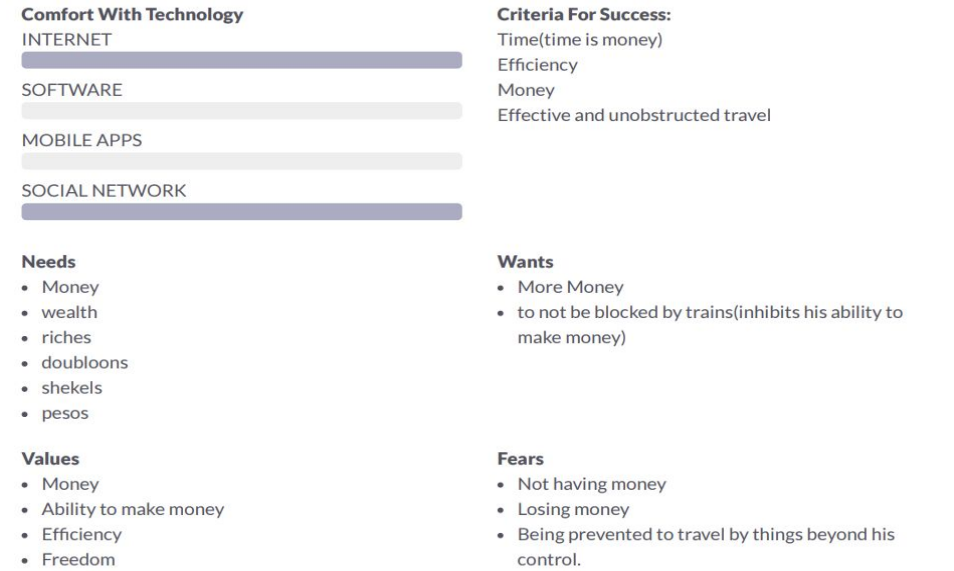education: Master's in Economics
occupation: Hustler, Student
marital status: In a relationship (with the bag)

"Give me your money, or else"

working, youtube, eating, sleeping, grindset mindset

Comfort With Technology
INTERNET
SOFTWARE
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Criteria For Success:
Time(time is money)
Efficiency
Money
Effective and unobstructed travel

Needs
- Money
- wealth
- riches
- doubloons
- shekels
- pesos

Values
- Money
- Ability to make money
- Efficiency
- Freedom

Wants
- More Money
- to not be blocked by trains(inhibits his ability to make money)

Fears
- Not having money
- Losing money
- Being prevented to travel by things beyond his control.

MOBILITY LABS

Jesse Pinkman

age: 25
residence: Columbia SC
education: HS diploma
occupation: Uber driver
marital status: Single

Yo I love being an uber driver, but these trains keep making me late yo.

Jesse spends most of his time uber driving taking drugs and listening to music

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
Money and Freedom

Needs
- Financial Stability
- Social Connections
- A Job

Values
- Money
- Loyalty
- Integrity

Wants
- Be Rich
- Travel the World
- Have Many Friends

Fears
- Isolation
- Being Broke
- Legal Troubles

MOBILITY LABS

Peter Rogrammer

age: 29
residence: 123 Notastreet Ave, Columbia SC
education: College Graduate
occupation: Software Engineer
marital status: Single

"Please let me out of the office, I've been here for days."

They're trapped working on this app.

Comfort With Technology
INTERNET
SOFTWARE
MOBILE APPS
SOCIAL NETWORK

Criteria For Success:
The program they're working on needs to at least run.

Needs
- A Job
- A social life...
- Hope

Values
- Money
- Sleep

Wants
- The app to be more user friendly.
- To not have to jump through hoops to make code changes or notify users.

Fears
- A program not compiling and it not being obvious why.
- Someone finding out half the things he doesn't understand are ripped from stack overflow.
- Sleeping under cubicles for warmth in the winter

MOBILITY LABS