

# Michael Andrews

age: 14

residence: Columbia, SC

education: 8th Grade

occupation: Unemployed

marital status: N/A



*"Gotta get going."*

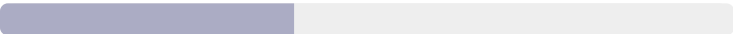
Michael is a young boy who just started high school, but is sort of clueless of his surroundings. He may have no car, but he still wishes to get where he needs to be without one.

## Comfort With Technology

INTERNET



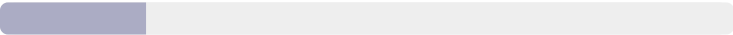
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To be successful, he needs to get to school on time.

## Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

## Wants

- To get to class on time so he's on the right side of his parents, and to learn too.

## Values

- Being on time

## Fears

- Getting lost
- His school telling his parents that he was late to class