

Name: Mark Stamper

Demographic information (age, ethnicity, family status, education)

- 21
- Latino
- Single
- In College

Photo



Student

- Sophomore, getting a degree in Biology.

Goals (task at hand/long-term)

- Task at Hand: To be able to get on a bus and go to class
- Long Term: To have an app that can accurately track the distance and time of the bus routes so he can travel to and from classes with ease.

Context of use

- Does not own a personal vehicle
- Does not live close enough to school for manual modes of transportation (bike riding, walking, electric scooter)
- Access to the buses comes with tuition to kennesaw

Expertise

- User is a digital native so he is familiar with the use of mobile apps
- Likely does not know the times of the bus routes off the top of his head

Interests

- Advocate for the environment
- Loves readings books
- Favorite hobby is playing video games