

CSCE 190

Assignment Name: Personas

Group Name: CSCE 190 Group: Alpha Xi Delta

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Jay McFarlin-Zach Kreutzjans

age: 19

residence: Columbia Hall

education: Freshman @ UofSC

occupation: Unemployed

marital status: Single



"I really don't want to go to my 8 am"

Jay regrettably has decided to major in mechanical engineering. That means he must walk all the way to 300 main before 8 AM. If there is a train crossing the road on his walk, he will be late(attendance is mandatory). If he is not in class, he is sleeping. If he is not sleeping, he wants to go to sleep.

Comfort With Technology

INTERNET



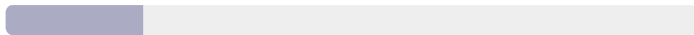
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To get to class on time
- A good alarm clock

Values

- Ease of use
- Android support

Criteria For Success:

Attend at least half of his classes, and keep a 3.5 GPA. He wants to be able to graduate in 4 years, so this is important.

Wants

- An efficient way to know if he will be late to class

Fears

- Being late to class
- Not getting >10 hours of sleep
- Public speaking

Sarah Miller (by Tsbih Salman)

age: 34

residence: Columbia , SC

education: PhD in Business

occupation: CEO of company

marital status: Married, mom of 2 boys



"Work smart, not hard"

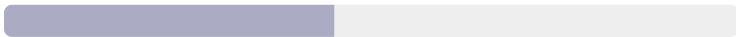
Sarah is a self-made businesswoman in her mid-30s who understands the importance of time. She is the CEO of a company, a wife, and a mother of two kids. She gets up early in the morning to prepare her kids, grab a cup of coffee, and go to work everyday.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Sarah is a busy woman with two kids. She needs something to help her get to work on time.

Needs

- Sarah need something that helps avoid traffic so she can get to work on time.

Values

- High quality app
- have her regular places that she visits saved on that app

Wants

- To be able to use maps that get her to her destination on time

Fears

- Sarah fears that she will miss a meeting,
- she also has to take her kids to school which takes time

Sal Mendez (by Nicole Rottmann)

age: 14

residence: Columbia, South Carolina

education: High School Freshman

occupation: Mows his neighbors lawn

marital status: Recently broke up with 8th grade girlfriend



"Do ya know what kinda train this is? Well, do ya?"

A day is not complete until Sal gets to watch a train pass by in its entirety. He rushes from school to the nearest train track and sits for hours waiting for one to pass. This leaves little time for his homework, and caused a rough breakup, as he was not prioritizing anything but the train. His favorite movie is the Polar Express.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A way to know what time the trains are passing
- A more social hobby

Values

- Trains
- Patience

Criteria For Success:

Sal's greatest ambition in life is to be a train conductor. He believes the only way to achieve this is by watching real trains.

Wants

- To be able to get home early enough to do his homework
- To show up, watch the train immediately, and then leave
- His girlfriend back

Fears

- Missing the train
- Spending too much time waiting
- Train Accidents

Riley Railroad - Charlotte Baker

age: Mid-Twenties

residence: Columbia Metro Area

education: Bachelor's Degree in Political Science

occupation: Mayor's Assistant at the State House

marital status: Single



"I can't be late!"

She is in her first job working with the Mayor of Columbia as an assistant looking to further her career in politics. To establish credibility, she is trying to be the best at her job and can never be late. Completely overwhelmed with work and constantly driving around Columbia to different events and running errands. She has run into issues with trains in the past and does not want to make the same mistake.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs to feel accomplished in her career and come across as professional to higher-ups. A specific way she wants to achieve this is through timeliness.

Needs

- Acknowledgment from her boss
- A dependable route to work
- A pay raise
- Easy to use navigation

Values

- Success
- Perfection
- Career over everything

Wants

- Less of a workload
- A social life
- Driving without trains in the way
- A successful career

Fears

- Being late and looking unprofessional
- Being a disappointment to her parents
- Missing a major event because of a train

Tiffany White -brian lee

age: 23

residence: Chicago, illinois

education: Undergraduate at University of Chicago

occupation: Walmart clerk

marital status: Single



"The more you occupy yourself, the more happy you will be"

I spend most of my time being a student but I also work.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Work hard, play hard

Never be a quitter, boss up

Needs

- Money
- Long term partner
- Transportation

Values

- Self-care
- Family
- Friendship

Wants

- I want to go out more, expand an extroverted side to myself.
- I want to save money.

Fears

- I fear clowns
- Any large reptiles

Kaden Gibson, by Philip Howe

age: 27

residence: Columbia, South Carolina

education: High School

occupation: Uber Driver

marital status: Single



"Be yourself; everyone else is already taken."

Kaden spends most of his day working as an Uber Driver. He was a finance major at UofSC that dropped out but wants to finish his degree.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Provide great service and quick drives to his riders

Needs

- Alternate directions to get around stopped trains
- Alerts when trains are blocking crossings

Values

- Delivering a great experience to riders
- Success

Wants

- Train schedules to help plan routes ahead of time

Fears

- Not being able to become anything more than an Uber Driver
- Getting a bad review from getting stopped by a train

John Adams (Nick M.)

age: 25

residence: Columbia

education: Bachelors in Marketing

occupation: Public Relations Representative

marital status: Single



"The best marketing doesn't feel like marketing"

Spends their day split between work and home life. His daily commute is a big part of his day and is his primary split between the two.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To lead an organized lifestyle
- To earn money from working long hours

Values

- Work
- Relaxation
- Earning money to use for vacations

Criteria For Success:

Needs to have a smooth transition between his work and home life in order to be able to unwind after a long day of work.

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Fears

- Work will consume him
- Will become too focused on something and waste his early twenties

