CSCE 190

Assignment Name: Personas
Group Name: CSCE 190 Group Phantom Troupe

Team Members who contributed:

First Name	Last Name	Email
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Thomas Sowell (by Stacey Allen Jefferson)

age: 28
residence: Atlanta, Georgia
education: Master's Degree in Business Administration
occupation: CEO of Stop & Go Motors
marital status: Single

> *If you have the need for speed, come out to Stop & Go Motors, where the rides are fine and the babes you pick up are finer.*

Thomas Sowell is a graduate from the University of South Carolina. His fascination with motor vehicles inspired him to create his own business called Stop & Go Motors. To take a break from all of his hard, Mr. Sowell decides he spend his weekend attending his alma mater's homecoming weekend.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need an outlet where I can connect and plan the perfect night with my frat bros, with it ending with me scoring and the life of the party

Needs

- Some time away from work
- Knowledge of events UofSC will be hosting for their homecoming week for alumni.

Wants

- A weekend to remember
- To party with his fraternity brothers at a bar
- To pick up a girl

Values

- You'll can pick up any girl if you have money and nice car.
- If you drink enough water after drinking, everything balances out.

Fears

- Not "scoring"
- Getting married
- Being out down by his old rival CJ Crenshaw
- The IRS

Jonathan Barkley(Alandis Patterson)

age: 20
residence: Columbia, South Carolina
education: Bachelors in Exercise Science
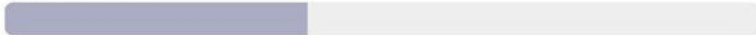occupation: Student
marital status: Single

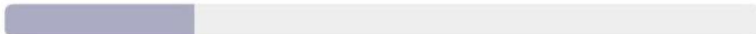*We have a will to go on and on, not me though, I go on and back.*

I mainly spend my day going to the gym and only putting one hour to studying for all my classes per day. On my other days, I would practice for football and try my hardest to be the star player of the team. Occasionally, I would want to hang out with friends and put more time into my social life.

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SOCIAL NETWORK

Criteria For Success:

I need to attain at minimum a C- in my classes, but the most important thing I need is exercise. I like going to the gym with friends, but it would be nice to meet new people.

Needs

- 6 hours of gym time per week
- A challenge in sports
- a challenge to life overall

Wants

- New gym partners
- More people to go out with
- People who fit his same personality type

Values

- People who have similar goals and aspirations as him
- Athleticism in his team and peers

Fears

- Not gaining anything from what he's doing
- Losing close friends
- getting caught by the police

Jack (By: Andre Perez)

age: 19
residence: Columbia, South Carolina
education: High School level
occupation: part time at McDonalds
marital status: Single

"I am new to living on campus, and I'm lonely."

Jack is a freshman at the University of South Carolina and is new to the area. He does not have many friends and is not too good at socializing on his own.
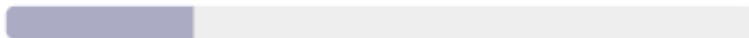
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
To be able to blend in with a certain discourse community that he wants to be a part of.

Needs
- to be able to communicate with teachers and students around them about assignments

Wants
- to be able to make more friends on campus.
- to be able to find out what events are going on nearby.

Values
- Quality time hanging out with more people.
- Gaining new friends in a new area.

Fears
- that he will not find anyone to hang out with on campus.
- that he won't be able to find any events that he might be interested in nearby.

Stuart Bullurk (By Victor Nguyen)

age: **31**

residence: **West Columbia, SC**

education: **Bachelors in Finance**

occupation: **Recently Unemployed**

marital status: **Single**

"Back in college, I was a chad."

Stuart is an University of South Carolina Alumni. He was in a fraternity and made it his personality. Loves to try to pick up chicks at any social event, at least tries to.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Talking to girls around campus about his college days.

Needs

- To list out local events and interest groups
- Messenger application to talk to girls
- Ability to upload and view photos

Wants

- Easy User Interface to navigate through list of activities
- Connecting with other alumni's.

Values

- Going out and drinking
- Telling stories of his "college days"
- Networking and socializing

Fears

- Getting asked about his age when socializing
- Not being able to connect and message girls

MOBILITY LABS