

CSCE 190

Assignment Name: Personas

Group Name: Blackbored

Team Members who contributed:

First Name	Last Name	Email
Matt	Duggan	mtduggan@email.sc.edu
Caleb	Brunson	calebrb@email.sc.edu
Mark	Johnson	maj32@email.sc.edu
Akil	Palmer	akilpalmers@gmail.com

Dylan Rush - by Matt Duggan

age: 19

residence: Columbia, SC

education: High School Diploma

occupation: Student

marital status: Single



"Work hard, party harder"

Being a business student at Darla Moore, Dylan is a hard working person, but enjoys the Friday nights...and Saturday... and that biweekly Sunday brunch. Networking is a large portion of his life. Dylan is looking for an easy to use platform to keep his academic and "networking" life all in one place to show he can balance an academic and social lifestyle.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

He needs a platform that consolidates all his business class websites and social apps. It has to be able to connect to blackboard, personal websites, and his business frat group me.

Needs

- IT support.
- Quick notification and email access.
- Access from any device with internet

Values

- Growing friend relationships
- Dogs (not necessarily his own)
- Being single and ready to mingle

Wants

- Has an all inclusive calendar.
- Data privacy insurance.
- App widget for the iphone.

Fears

- Dying alone.
- Cats
- Not being successful

Roronoa Zoro - By Akil Palmer

age: 26

residence: Cayce, SC

education: Education

occupation: Professor

marital status: Married with 8 kids



You need to accept the fact that your'e not the best and have all the will to strive to be better than anyone you face

Training to become the professor in the world.

Comfort With Technology

INTERNET

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MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Financial Gain

Needs

- Food, Water and Sleep.
-

Values

- He values being trustworthy.
- He values you not eating ice cream without sprinkles around him.
- He values BabySantana.

Wants

- Wants to become the best professor in the world.

Fears

- He fears he may not be the best in his field of work.
- Ice cream that doesn't have sprinkles.
-
- He fears he might meet a person that doesn't listen to NBA YoungBoy.

john farmer by Mark Johnson

age: 21

residence: Atlanta, Georgia

education: high school diploma

occupation: teacher assistant/college student

marital status: single



"i wanted to make a chemistry joke but the best ones argon."

john spends the majority of his days studying and going to class. outside of school he likes to golf.

Comfort With Technology

INTERNET



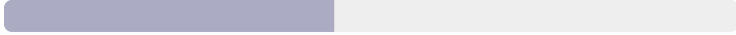
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

when he checks his grades he needs to see an A next to every class in order to feel successful.

Needs

- letters of rec for graduate school
- more efficient way to grade work

Values

- values hard work
- values family

Wants

- golf bag
- apple watch
- new computer

Fears

- failing chemistry
- not getting into graduate school
- not getting his dream job.

Jane Goodwell ~ Caleb Brunson

age: 38

residence: Columbia, SC

education: Bachelors in Education

occupation: Having children

marital status: Married with kids



"I hate my kids."

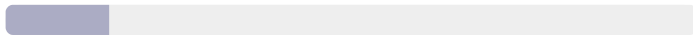
Almost every day is busy and filled with stress. Jane must balance turning dials on cooking and cleaning machinery, and dropping the kids off at school.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jane needs to see her children and husband living happy and content lives in order to feel success.

Needs

- iPhone, Facebook, Instagram
- Keeping track of her children's success
- Organizational methods to reduce stress

Values

- Organization
- Cleanliness
- Kindness and virtue
- A peaceful and painless existence

Wants

- Wine on the weekends with the gals
- Her husband to help around the house
- Less stress and more free time

Fears

- Her children will not be successful in school
- More children
- The infantilization of her husband
- The eventual and all consuming void