

## CSCE 190

Assignment Name: **Personas**

Group Name: Anti Ben

Team Members who contributed:

First Name	Last Name	Email
Ian	McDevitt	mcdeviti@email.sc.edu
Zachary	Young	ztyoung@email.sc.edu
Sen	Zhang	senz@email.sc.edu
Claude	Reid	cgreid@email.sc.edu
Mark	Valentino	markav@email.sc.edu
Caleb	Martin	Cam63@email.sc.edu

# Niu Bi - by Sen Zhang

age: 30

residence: Columbia,SC

education: Doctor's degree

occupation: Programmer

marital status: Married | two children



*Stay calm at all times*

Niu Bi is a programming genius who is proficient in most programming languages. His algorithm is one of the smartest in the world.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Get number 1 in the Global Programming competition in the United States

## Needs

- More chances to show my ability
- Leading own independent working group

## Values

- Taking programming tasks
- Plan the overall software project
- Implement software security

## Wants

- More opportunities to make money
- Year-end bonus
- The monthly salary is enough to support my family

## Fears

- Work so hard that I forget to eat
- The demands of users are very tricky

# James Pint (Caleb Martin)

age: 38

residence: Whitelaw, Wisconsin

education: High School

occupation: Unemployment Checks

marital status: Single

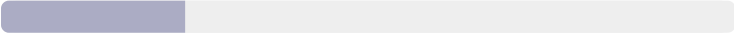


*"I need a drink."*

If he's not sleeping, he's drinking. If he's not drinking, he's angry.

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## Criteria For Success:

He has never known success, to the point where he believes it to be a myth for himself. The only thing that can comfort him now is a stiff drink.

## Needs

- A safe way home
- Several AA meetings
- Probably a liver transplant

## Wants

- A good-tasting drink
- Friends

## Values

- Convenience
- Cheap price
- Speed

## Fears

- Being sober
- Jail time
- Dealing with the fact that his failures were his own fault

# Emmanuel Gibbs (by Zack Y.)

age: Late 50s

residence: Miami, Florida

education: Bachelor Degree of Fine Art (BFA)

occupation: Full-time Art Critic

marital status: Single | No children

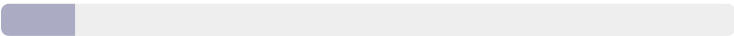


*Just put it on my tab... I don't have time for this!*

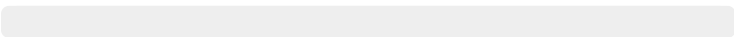
Emmanuel likes to focus heavily on one aspect: "unwinding" after a long day of work. He appreciates the finer things in life, such as new pieces from aspiring downtown artists and peat-fired scotch. As a stickler for quality, he prefers to go to one or two bars at most, and only when they're empty enough; all the "hullabaloo" with the "riff-raff" gives him a headache.

## Comfort With Technology

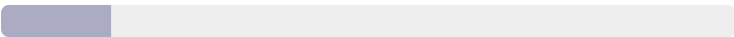
INTERNET



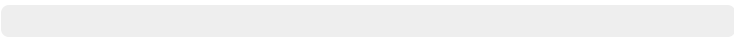
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

When drinks can be had quickly, easily, and quietly.

## Needs

- Excellent User Experience (he doesn't wanna struggle with these "gadgets")
- Reliable data on bar capacity

## Wants

- His bars to be empty 24/7 (or to at least tell if they're empty)
- Little to no hassle (he swears he'll never use the app again if the information is wrong and his time is wasted)

## Values

- Convenience
- Quality alcohol without obstacles in the way
- Peace and quiet

## Fears

- His bars being full of loud youngins
- The IRS



# Sir Bradford Henry Benjamin IV, Claude G. Reid III

age: 43

residence: Oxford

education: PhD in Business from Princeton University

occupation: Professional Wine Taster

marital status: Bachelor and Looking



*"You are what you drink, never drunk and never sober. Always just a little above average. Beyond the peasant classes."*

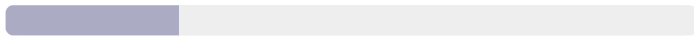
Spends his in his beautiful mansion with several yachts in his personal ocean. Sir Bradford Henry Benjamin IV loves to spend his days tasting wines from his personal wine cellar. His life quest is the search for the perfect wine so, he will even attend lower-class bars and wineries to discover it.

## Comfort With Technology

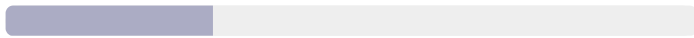
INTERNET



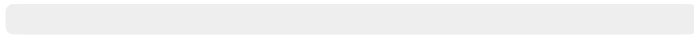
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- An amazing tasting drink
- Away from others who he finds to lower.

## Values

- Wealth.
- Power.
- Self Abilities even though has none.

## Criteria For Success:

Just existing makes him feel successful.

## Wants

- Money.
- Want a good drink that is classful.
- Wines that is oaky in texture and flavor.

## Fears

- Secretly afraid of the peasant classes.
- losing all his wealth.
- his businesses failing.
- him losing his pet lion Mu Mu.
- IRS

# Chad Brad by Ian McDevitt

age: 23-30

residence: Los Angles

education: Bachelors in business administration

occupation: Sales

marital status: Single



*"My life is a movie" (its not)*

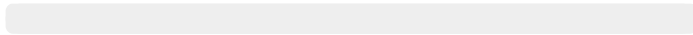
Working hard until happy hour comes, starts early at work

## Comfort With Technology

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## Needs

- Gym
- Beer
- Dating apps

## Values

- Eating as much protein as he can for all meals
- Staying in touch with his fellow brothers
- His reputation

## Criteria For Success:

Closing a big sale then going home and unwinding with a some "brewskis"

## Wants

- More beer
- Less work

## Fears

- Disappointing his frat brothers
- Not closing big clients
- Not "scoring"

# Sakshi Valeno

age: 25

residence: Columbia South Carolina

education: bachelors degree

occupation: public administrator

marital status: married



*"Three is a crowd"*

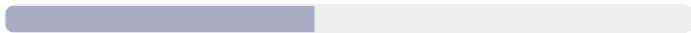
I spend my day going to work and collaborating with other public administrators. I watch scary movies when I get home, and cook my favorite foods. I go out an about with my husband and friends on occasion, but being home is the best.

## Comfort With Technology

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## Criteria For Success:

Being successful in my job. Not just for the money but for satisfaction and without stress.

## Needs

- I need to unwind on occasion after a stressful day.
- I need my alone time.

## Values

- Being truthful.
- Being thrifty.
- Being responsible for my actions.

## Wants

- Having to avoid being around too many people.
- Trying new foods and drinks.
- To feel safe.

## Fears

- Ghosts, waking up too late, crowds, walking alone