

CSCE 190

Assignment Name: Persona

Group Name: CSCE 190 Group Cock Crusaders

Team Members who contributed:

| First Name | Last Name | Email |
|------------|------------|-----------------------|
| Ryan | Caudill | rcaudill@email.sc.edu |
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| Dillon | McLaughlin | djm19@email.sc.edu |
| | | |

Theodore Smithson - Ryan Caudill

age: 28
residence: Columbia, South Carolina
education: Bachelors in Exercise Science
occupation: Personal Trainer
marital status: Single



"Teddy Brosovelt loves his brotein"

Ted loves to spend his day preparing to go the gym, and after that loves to go to the gym to workout multiple times a day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ted needs to be as big and buff as possible to feel successful.

Needs

- Protein
- Pump
- Headphones

Wants

- To win lifting competitions

Values

- Working out
- Eating healthy

Fears

- Injury (Prevents working out)
- Being the weakest person in a room
- Losing mass/strength



Billy Samuels - by Gavin Hewitt

age: 20

residence: Columbia, SC

education: Pursuing B.A International Business

occupation: Intern

marital status: Single



"No pain, no gain."

Billy is a highly active college student who loves to hit the gym in his free time. Between his busy class schedule and very hands-on internship, Billy lacks time to waste.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Billy has to spend at least an hour at the gym every day in order to feel energized and fulfilled.

Needs

- Comprehensive gym time
- Protein
- Creatine

Values

- Lifting more than the person next to him
- Large-scale arson

Wants

- To be swole
- A cat
- The new iPhone

Fears

- Not getting gains
- Chihuahuas
- The dark



Garrett Blevington by Aidan Godwin



age: 19
residence: Columbia, SC
education: High School Education
occupation: Day (and Night) Trader
marital status: Single

I have a life, I swear

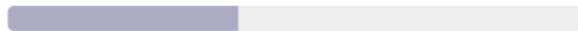
He wakes up bright and early at 2:00 PM to start his day. He works with his investments and then goes to the Strom Center to work out. Then he comes back and falls asleep at 2:00 AM.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Working out alone
No social interaction

Needs

- Efficiency in his life
- Purpose

Values

- The ability to work out in peace
- Privacy
- His investments

Wants

- Friends
- A life
- A new car

Fears

- Someone seeing him fail
- Losing money
- Being vulnerable



Joshua Maldista by Dillon McLaughlin

age: 25

residence: NV

education: Earned Bachelors Degree in Mathematics from UCLA

occupation: Actuary

marital status: Single | No children



'Punctuality comes next to predictability'

Joshua enjoys spending his time evaluating past data in order to correctly predict negative future events and then calculate the necessary quantity of money that must be saved in order to avoid detrimental losses. He loves changing lives through his predictions.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When past trends prove to be true and necessary money has been set aside when a negative event occurs.

Needs

- Smooth process of working together
- Understanding Manager

Values

- Efficiency
- Planning and Meeting Deadlines
- Thorough Completion of Work

Wants

- Be appreciated for his contributions
- Up to date technology that assists the team

Fears

- Incorrectly evaluating a past trend
- Angered companies

David Arrington

Jack Jackson

age: 19
residence: Columbia, SC
education: Sophomore in College
occupation: Unemployed
marital status: Single (Very)



"Please don't speak to me"

Jack is terrified of talking to strangers. His social anxiety is off the charts, but otherwise he's just like any other guy. He wants to have fun and to improve himself, but he'll do anything to avoid social interaction.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jack needs to avoid social interaction at all costs

Needs

- an emotional support animal
- a girlfriend
- to not speak

Wants

- a way of navigating his way to avoid people

Values

- silence
- empty spaces

Fears

- women
- social interaction