

## CSCE 190

Assignment Name: Personas

Group Name: CSCE 190 Group The Seven

Team Members who contributed:

| First Name | Last Name | Email                 |
|------------|-----------|-----------------------|
| Gerome     | Vergara   | gvergara@email.sc.edu |
| Makel      | Bowman    | BJW11@email.sc.edu    |
| Jacob      | Blair     | jwblair@email.sc.edu  |
| Evan       | Dang      | edang@email.sc.edu    |

# Robert Smith (Evan Dang)

age: 28

residence: San Francisco, California

education: Bachelor's in Computer Science

occupation: Software Engineer

marital status: Single



*"There's always a way to transition into a healthier lifestyle using software."*

Typical software engineer working at a start-up company in silicon valley.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Creating a solution to a problem people didn't even know existed.

## Needs

- Seamless integration of technology in his everyday life.
- A screen for almost everything fridges, washing machines, etc.
- A shower.

## Wants

- A computer to program and code with
- Better work-life balance
- More efficient use of time

## Values

- Being adaptive to changes
- Knowledge of technology

## Fears

- Another 'Y2K' scenario
- His start-up company failing



## Jackie Chung - Gerome Vergara

### Jackie Chung

age: 20  
residence: Columbia, South Carolina  
education: Sophomore at UOFSC  
occupation: Babysitting  
marital status: Single



### "Girl Boss"

Love to spend time scrolling through TikTok and sharing all of the funny and relatable videos. 1000+ followers on Twitter with a growing fanbase. BTS Army. Stan Luna. Sorority Sister for ALPHA SIGMA RHO

#### Comfort With Technology

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#### Criteria For Success:

Likes, Saves, Shares

#### Needs

- Allergic to peanuts

#### Wants

- To post food on her twitter and Instagram.
- Morning Triple Shot Espresso
- To be like her Sorority sisters

#### Values

- Postable drinks and foods
- Sorority Power
- Stopping Asian Hate

#### Fears

- Disliked
- Hate Comments
- Losing her friends
- Not Fitting in



# Henry Rockefeller (Jacob Blair)

age: 27

residence: New York City., New York

education: Princeton University

occupation: Making Money Moves

marital status: Sing (and ready to mingle)

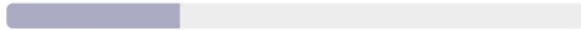


*"Cash rules everything around me" - Wu-Tang Clan*

I am a self-made business guru. I took the \$100,000 that my father gave me and invested it all into bitcoin. I am soon to be the next Elon Musk. To the moon!

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## Needs

- I need to waste no time in every aspect of my life.
- Never waste any money
- 5 espresso shots in the morning.

## Values

- Anyone that started at the bottom and worked their way up like me.
- Anyone that respects the value of the American Dollar.

## Criteria For Success:

I need to wake up at 5 am every day to manipulate the stock market. I don't make business moves, I make power plays. If I do not make my monthly quota, then I do not get my monthly allowance from my father.

## Wants

- To be able to subtract from my deliverers pay for them being late.
- To be able to fly in food from across the world.
- I want it all.

## Fears

- Afraid that Ill wakeup and lose the ability to grind.
- Bitcoin to go down.
- Dissapointing my father.

# Joe Johnson (Brandon Wells)

age: 55

residence: Charleston, SC

education: Bachelor's in Mechanics

occupation: Manager at mechanic's shop

marital status: Married, with two kids

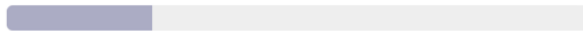


*"If it ain't broke, break it, then fix it."*

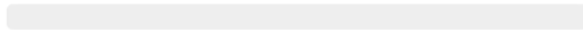
Spend time fixing cars and drinking beer. Yard work and watching sports.

## Comfort With Technology

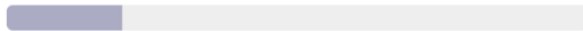
INTERNET



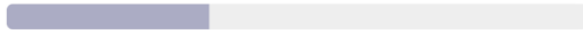
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Fixing something even if it isn't broken.

## Needs

- Normality
- Time alone for sport watching
- Hot-and-ready food

## Values

- High productivity
- Be the best, or be nothing.

## Wants

- A beer
- A good steak
- A good time

## Fears

- Finding something unfixable
- Slow productivity

