Assignment Name: Personas

Group Name: CSCE 190 Group <u>Feeling Cocky</u>

Team Members who contributed:

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By Aaron Moore

Ricky Gimes

age: **25**
residence: **Miami, Ohio**
education: **Middle School**
occupation: **Clothes Designer**
marital status: **Single**

"I like clothes"

I really really like clothes.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need a way to share my brand.

Needs

- A way to get his new clothing brands on the map
- Media presence with his new clothing line

Wants

- To become a designer and needs his start.
- Is broke and looking for any possible way that he can make money.

Values

- Modern ideas in the fashion world.
- A strong company with a good model.

Fears

- That he will never make it as a designer.
- There is no way to start up a clothing line.

Hank Hudson by Hayden Godusi

age: **20**

residence: **Atlanta Georgia**

education: **Bachelors of Science, Computer Science**

occupation: **Hardware Developer**

marital status: **Married**

"Always dressed according to fashion."

Hank spends most of his days playing tennis, working, and relaxing at his local park. Hank enjoys getting out to meet other people to broaden his horizons on what the world is really like.

Comfort With Technology

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Criteria For Success:

A well-rounded and efficient team is required in order to achieve overall success. Being able to bounce ideas off one another to create the most ideal plan is necessary to obtain a proficient goal.

Needs

- High Communication
- Great relationships being made
- Efficient and productive resources

Wants

- To expand and execute at a high level
- Satisfy people's needs
- Interactive co-workers
- Happy relationships and friendships

Values

- High level respect
- Advanced planning
- Accountability for actions

Fears

- Having to fail and pick themselves back up
- Change from a comfortable environment to an unfamiliar one
- Letting go of past events

DELL

Hannah Orange - Wyatt Carhart

age: **16-22**
residence: **Long Island, NY**
education: **High School/Bachelor's**
occupation: **Student**
marital status: **Single**

"OMG that is SO cute!!!"

Hannah goes to classes, but does not really care about them. She is more focused on the people who are looking at her and what they think.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Feeling popular among her peers by staying on top of fashion trends

Needs
- Validation
- To fit in
- To live comfortably

Wants
- Starbucks
- Massive Shein hauls
- To look cute
- To talk to boys

Values
- Popularity
- Pop culture
- Conformance

Fears
- Being left behind by trends
- Being cringe
- Losing friends

Emily Chaps, by Adam Gerrard

age: 20
residence: Raleigh, North Carolina
education: High School
occupation: Sales Rep. at Macy's
marital status: Single

"Just a girl who loves clothes"

I work at Macy's selling clothes

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I want to design my own clothes and have a store of my own.

Needs

- To be surrounded by people with the same goals as myself

Wants

- To have my own clothing line
- To own my own store where I sell my clothing line

Values

- Working hard
- Planning ahead
- Working ahead

Fears

- Have a failed business
- Clothing line is not popular