

# Persona Presentation: Dukers

# Jackson H

## Richard Wine

age: 18

residence: Columbia, South Carolina

education: Undergraduate, high school diploma

occupation: Fast-food worker

marital status: Single



*Work hard, play hard*

I spend time exercising, going places with friends, partying, and working at my job. I'm also busy studying a lot

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- I need an affordable living space on campus

### Values

- Sleep
- Friends
- Time

### Criteria For Success:

A good job that makes me feel like I'm putting my talents to use

### Wants

- A good experience at college
- Good roommates that I can relate to and enjoy being around

### Fears

- Getting stuck with a roommate I dislike

# Hollis

## Chris Smalls

age: 21

residence: Beaufort, Sc

education: Collage junior

occupation: Unemployed

marital status: Single



*"The sooner I'm done the sooner I can sleep"*

Chris is your average college student. He is always either in class or in his room studying. As the model student he feels like he doesn't have time to socialize and is always bothered by his louder roommates.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Chris needs like minded roommates who boh share his interest and also know when it's time to study

### Values

- Quietness
- The time he spends studying

### Criteria For Success:

Chris is your average college student. To feel successful he needs to feel like he is constantly accomplishing his goal and earning his spot at school.

### Wants

- To effectively choose his roommates and not have to worry about how compatible he is with them

### Fears

- Loud roommates
- Not being able to fit in

# John

## Harrison Netile

age: 18

residence: Greenville, South Carolina

education: Highschool Diploma

occupation: Part time server

marital status: Single



*"Gravity is a theory not a fact"*

Harrison begins everyday early with a cup of black coffee. He pans what he needs to get done for the day and spends every second to achieve it. He does not like to take any days off as he feels it is a waste of time.

Harrison thrives under environments of stress and pressure.

### Comfort With Technology

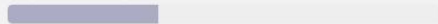
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Deadlines
- Communication

### Values

- Loyalty
- Perseverance
- Understanding

### Criteria For Success:

Spending all of his time being productive in some way

### Wants

- Working outdoors
- Being around pets
- Creative freedom

### Fears

- Heights
- Spiders
- Loneliness

# Miles

## Michael Brewer

age: 26

residence: Charleston, SC

education: Bachelor's Degree

occupation: Brand ambassador and social relation manager

marital status: Single



*"Mindset is everything"*

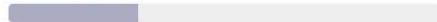
Michael is a well-rounded individual who is able to separate personal life and work. He puts pride into anything he does and will do everything to the best of his ability.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Structure
- Outdoor time
- New roommate

### Values

- Personal time
- Consideration

### Criteria For Success:

To be successful, Michael constantly outperforms himself to reach new levels.

### Wants

- A significant other
- A better job
- To thrive

### Fears

- Failure
- Death

# Jackson A

## Larry Lobester (III)

age: 18  
residence: Columbia, South Carolina, 29202  
education: University of South Carolina  
occupation: Student, Part time Car Washer  
marital status: Single



*"Not all who wonder are lost" - J.R.R Tolkien*

Larry is an average college student looking for a perfect match for his rooming status this coming year.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Close personal connections
- Multiple options for entertainment
- Texts from mom

### Values

- Family time
- Quality education

### Criteria For Success:

A successful college degree, and a fun time while he's here

### Wants

- Internship
- Join many clubs on campus
- Work as a TA

### Fears

- Won't reach full potential in college
- Not able to step outside comfort zone