

CSCE 190

Assignment Name: Personas

Group Name: CSCE 190 Legal Child Labor

Team Members who contributed:

First Name	Last Name	Email
Joshua	Cook	JC157@email.sc.edu
Ben	Wolpers	bwolpers@email.sc.edu
Cayden	Scruggs	caydens@email.sc.edu
James	Nobles	jenobles@email.sc.edu
Alexander	Kimmick	akimmick@email.sc.edu

Chommy Tong (James Nobles)

age: 84

residence: Alberta, Canada

education: High School

occupation: Online sales

marital status: Married

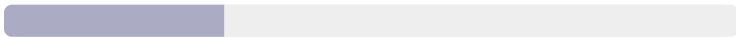


"Every time I get tested, I ask questions about it, and I watch how they do it."

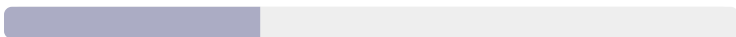
Tommy Chong is an actor, musician, and entrepreneur, specializing in online sales. These such sales got him into some trouble with the FBI.

Comfort With Technology

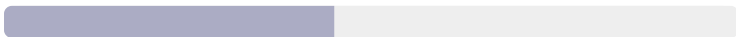
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Sell more product
- Inventory management
- Easy to use interface

Values

- Great salesman
- Always striving for perfection

Criteria For Success:

Establish a place to sell his components

Wants

- Make enough money to provide for generations
- To invest more

Fears

- Heights
- Snakes
- The FBI

Bill Johnson

age: 48

residence: Nashville, TN, United States

education: Bachelors in Marketing

occupation: Senior Product Marketing Manager

marital status: Single



A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Establish a higher level of authority within his company

Needs

- To increase brand awareness
- To increase market share
- To manage the marketing department's budget
- To identify new markets and customers
- to conduct market research

Values

- Critical thinking and problem-solving skills
- Great communication skills
- Good teamwork skills
- Adaptable

Wants

- To grow a strong reputation within his company
- To get a promotion
- To earn enough to retire
- To go out with friends

Fears

- Spiders
- Darkness
- Women

Guy Johnson, by Cayden Scruggs

age: 38

residence: Idaho

education: High School

occupation: Works in the Plant

marital status: Married with kids

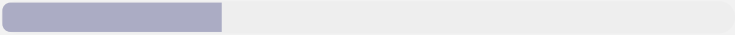


"Do I look like I know what a JPEG is?!"

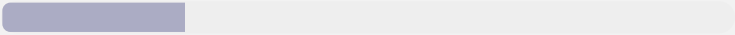
Guy spends his days working in the plant and trying to put food on the table. His ungrateful son begs him for video games and throws fits whenever he doesn't get his way. His son is 19.

Comfort With Technology

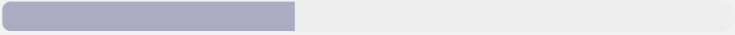
INTERNET



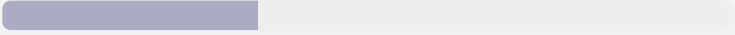
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Not tech-minded, likes quick and easy solutions, doesn't have time or money to waste.

Needs

- A break from his family
- Simple interfaces
- Cheap video games for his son

Values

- Efficiency
- Bargains
- Straightforwardness

Wants

- Maximum ease
- Minimal fluff
- Quick experience.

Fears

- Becoming his father
- Technobabble
- Not having enough money for pay-per-view

James John Liautaud (Xander Kimmick)

age: 58-97y/o

residence: Arlington Heights, Illinois

education: Eastern Illinois University

occupation: Jimmy John's Founder

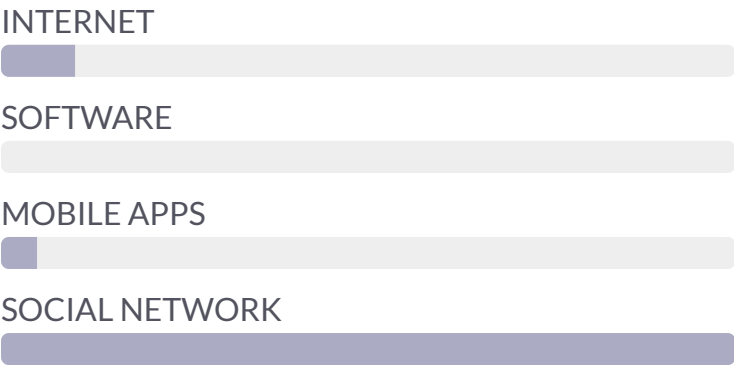
marital status: Unhappily-Married to Leslie Liautaud



"Freaky Fast Makes it Freaky Fresh"

Jimmy John's CEO James John Liautaud loves getting a good deal... when he isn't killing elephants... seriously google it...

Comfort With Technology



Criteria For Success:

- The best deals
- Freaky Fast

Needs

- Quick delivery
- Freaky Fresh
- Not a competitor with Jimmy John's

Wants

- A happy marriage
- Easy to understand interface
- Big fonts... he doesn't wear glasses

Values

- Big Game Hunting
- Sandwiches

Fears

- P.E.T.A
- Health Inspector
- Not getting the best deal
- Clearly not big game

Vanderson Anderson (Joshua Cook)

age: 23-27

residence: San Francisco, CA - United States

education: Bachelors in Psychology

occupation: Discord Moderator

marital status: Single. Definitely single.



"Do you know what's possible with Mountain Dew, Doritos, and an internet connection? I do."

Vanderson Anderson is content with the simple things in life. All he needs to be happy is a comfortable gaming chair, a stable internet connection, and friends who live thousands of miles away. When it comes to his computer however, he only accepts the best to keep him connected and online.

Comfort With Technology

INTERNET



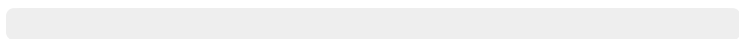
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

120 FPS Gaming Connection

4k, 160 Hz Monitor

Doritos

A G-fuel Waifu Cup

A Basement

Needs

- Quality Gaming Equipment
- Efficient Software
- High Supply of New Games
- No Human Contant

Values

- Personal Integrity
- Anime
- Comfort
- Privacy

Wants

- A Girlfriend
- Deal Aggregating Software
- A 3090 ti Graphics Card

Fears

- Grass
- Emotional Intimacy
- Losing Money on Cheap Products