

# CSCE 190

Assignment Name: Personas  
Group Name: CSCE 190 Group Phantom Troupe

Team Members who contributed:

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# Thomas Sowell (by Stacey Allen Jefferson)

age: 28

residence: Atlanta, Georgia

education: Master's Degree in Business Administration

occupation: CEO of Stop & Go Motors

marital status: Single

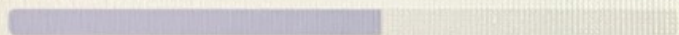


*If you have the need for speed, come out to Stop & Go Motors, where the rides are fine and the babes you pick up are finer.*

Thomas Sowell is a graduate from the University of South Carolina. His fascination with motor vehicles inspired him to create his own business called Stop & Go Motors. To take a break from all of his hard, Mr. Sowell decides he spend his weekend attending his alma mater's homecoming weekend.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Some time away from work
- Knowledge of events UofSC will be hosting for their homecoming week for alumni.

## Values

- You'll can pick up any girl if you have money and nice car.
- If you drink enough water after drinking, everything balances out.

## Criteria For Success:

I need an outlet where I can connect and plan the perfect night with my frat bros, with it ending with me scoring and the life of the party

## Wants

- A weekend to remember
- To party with his fraternity brothers at a bar
- To pick up a girl

## Fears

- Not "scoring"
- Getting married
- Being out down by his old rival CJ Crenshaw
- The IRS

# Jonathan Barkley(Alandis Patterson)

age: 20

residence: Columbia, South Carolina

education: Bachelors in Exercise Science

occupation: Student

marital status: Single

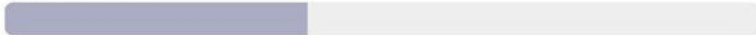


*We have a will to go on and on, not me though, I go on and back.*

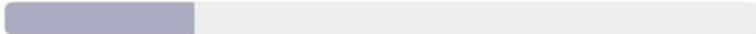
I mainly spend my day going to the gym and only putting one hour to studying for all my classes per day. On my other days, I would practice for football and try my hardest to be the star player of the team. Occasionally, I would want to hang out with friends and put more time into my social life.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- 6 hours of gym time per week
- A challenge in sports
- a challenge to life overall

## Values

- People who have similar goals and aspirations as him
- Athleticism in his team and peers

## Criteria For Success:

I need to attain at minimum a C- in my classes, but the most important thing I need is exercise. I like going to the gym with friends, but it would be nice to meet new people.

## Wants

- New gym partners
- More people to go out with
- People who fit his same personality type

## Fears

- Not gaining anything from what he's doing
- Losing close friends
- getting caught by the police

# Jack (By: Andre Perez)

age: 19

residence: Columbia, South Carolina

education: High School level

occupation: part time at McDonalds

marital status: Single



*"I am new to living on campus, and I'm lonely."*

Jack is a freshman at the University of South Carolina and is new to the area. He does not have many friends and is not too good at socializing on his own.

## Comfort With Technology

### INTERNET



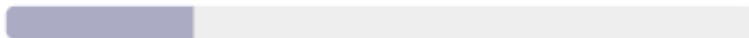
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- to be able to communicate with teachers and students around them about assignments

## Values

- Quality time hanging out with more people.
- Gaining new friends in a new area.

## Criteria For Success:

To be able to blend in with a certain discourse community that he wants to be a part of.

## Wants

- to be able to make more friends on campus.
- to be able to find out what events are going on nearby.

## Fears

- that he will not find anyone to hang out with on campus.
- that he won't be able to find any events that he might be interested in nearby.



# Stuart Bullurk (By Victor Nguyen)

age: 31

residence: West Columbia, SC

education: Bachelors in Finance

occupation: Recently Unemployed

marital status: Single



*"Back in college, I was a chad."*

Stuart is an University of South Carolina Alumni. He was in a fraternity and made it his personality. Loves to try to pick up chicks at any social event, at least tries to.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Talking to girls around campus about his college days.

## Needs

- To list out local events and interest groups
- Messenger application to talk to girls
- Ability to upload and view photos

## Wants

- Easy User Interface to navigate through list of activities
- Connecting with other alumni's.

## Values

- Going out and drinking
- Telling stories of his "college days"
- Networking and socializing

## Fears

- Getting asked about his age when socializing
- Not being able to connect and message girls



# Dr. Jefferson

age: 51

residence: South Carolina

education: P.H.D in Physics

occupation: Teacher in college, gamer

marital status: Married



*I believe that Physics could be difficult, but have you tried getting a Penta kill in League of Legends?*

This teacher spends most of his day teaching his students at university, then he goes home to play his favorite video games afterwards. His wife says he's addicted, but he says he's "engaged".

## Comfort With Technology

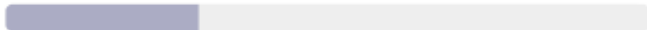
### INTERNET



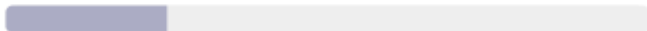
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Students succeed

maintains high rank in LoL

## Needs

- Easy to use platform
- Fun and interactive
- Not too complicated

## Wants

- Wants his students to be able to form study groups with each other
- Students to be able to find help on the from people on the app whenever he's gaming

## Values

- Values good stats in his videogames
- values knowledge over everything else

## Fears

- Getting bad stats on his LoL profile
- Not being a good teacher
-

Dr. Jefferson is Jo'Marion's Persona, i forgot to put my name with his