

## **Persona Assignment**

CSCE 190

David Wamai

Price Dewey

Kishan Patel

Dre McClain

# Bill Berry -by Price Dewey

age: 52

residence: Chicago, IL

education: Masters in Mathematics

occupation: Professor at the University of Chicago

marital status: Married and has a 14 year old son



## "YOU'RE LATE TO CLASS!"

He is a strict calculus professor and hates when his students are late to class so much so when they are just a minute late he won't allow them into class.

### Comfort With Technology

INTERNET



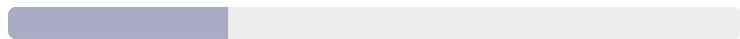
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Needs a coffee every morning

### Values

- Being early to class and planning ahead.
- Making sure to teach for the full time in class.

### Criteria For Success:

He feels that the success of his students is his success so when his students are attending class and learning he feels accomplished

### Wants

- -His students to be in class on time.
- -A way for him to find new classrooms when he is moved due to renovations.
- -To be put in classes that are convenient for his parking
- -For his son to be successful and go to college.

### Fears

- -His students that are failing or that have stopped showing up.
- -His sons future

# Jessica Powell

age: 22

residence: Jakarta, Indonesia

education: Biomedical Sciences

occupation: Paid internship at MSC

marital status: Its complicated

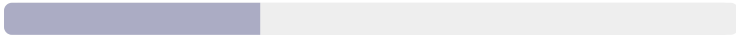


*"I love biomedical science, I love astronomy, and you can't really do much with those in a fantasy setting"*

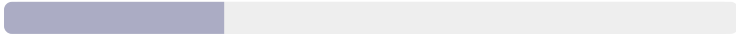
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Arriving on time to everyone of my events/meetings.

## Needs

- -To arrive to my internship in a timely matter
- -Arrive to my classes on time without getting lost

## Values

- -Always showing up to my classes
- -Getting to class the quickest way possible.

## Wants

- -Being able to see the quickest way to my classes
- -Also being able to see the nearest bus routes so I don't have to walk everywhere
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## Fears

- -Failing to show up to class at all or even late
- -Getting lost everywhere I go

# Wilburn Roma - Kishan Patel

age: 21

residence: Seville, Spain

education: Software Developer

occupation: Data Analyst

marital status: Single



*"It's too late to give up now"*

Wilburn spends the majority of his day studying, and when he isn't studying he is working. He is a very dedicated student and employee, who motivates and drives others to push on forward. He enjoys to play soccer with friends and family on a daily basis.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

He is aiming to achieve a higher position in his currently job as a Data analyst at Delta Airline.

## Needs

- A mentor to drive him to keep going and to push him to his limits
- Worthy competitors to challenge himself

## Values

- His family
- His time and management
- His peers' opinion

## Wants

- To make his family proud at home
- To become and stay fit
- To become his best self

## Fears

- Fear of loosing track
- Fear of failing at work or school
- Fear of heights

# Arty Fischel - by David Wamai

age: 18

residence: Sudsbury, Alberta, CA

education: High School

occupation: Zamboni Driver

marital status: Single



*"is it time to day drink yet?"*

Arty plays Junior B hockey at his local rink. He's not very good, but he's really only in it for the girls. He works at the same rink, driving the zamboni machine so that he can "save for college," but the majority of his money goes towards disposable vapes and Four Lokos. He will be attending college next fall at the University of British Colombia in Vancouver, a city in which hes only been to once. He is intimidated by living in a big city, as his hometown is very rural.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

- Attending "barn burners"
- wheeling broads
- make lots of money
- graduate college so his parents get off his back

## Needs

- - nicotine
- - his lucky puck
- - an easy way to find his classes
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## Values

- - Women
- - hard work
- - punctuality

## Wants

- - an easy to understand user interface
- - not too many options at one time
- - to also find good places to eat while walking to class
- - a sick tattoo of Kelly Rohrbach

## Fears

- - Women
- - losing champs
- - getting lost