

CSCE 190

Assignment Name: Personas
Group Name: Carrot Narcs

Team Members who contributed:

First Name	Last Name	Email
Laurin	Johnson	laurincj@email.sc.edu
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Noel Tanner (Laurin Johnson)

age: 23

residence: New York City

education: BS Nursing

occupation: Travel Nurse

marital status: Single



"It's for the greater good."

Noel works as a travel nurse, which causes her to move constantly. She wishes she had an easier way to manage potential houses for her to choose when she inevitably has to move again.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A Quick and efficient organizer to manage potential houses and help choose one.

Needs

- Ease of Use
- Specific Info
- Images of the Residence

Values

- Neatness
- Conciseness

Wants

- Personal Mortgage agent
- Contact info of the current owners
- Virtual tour videos

Fears

- Getting scammed
- Losing a potential good choice
- Long Term condition of the residence
- Bad Neighbors



Eric Lamont Robbins (Cameron Reyes)

age: 27

residence: Austin, Texas

education: PhD in Sports Management

occupation: Dodgeball Technician

marital status: Single, With Kids

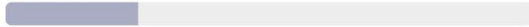


"Dude, I have not been' like-- is anyone else like this? Like the past like t- the t- last two months man. I don't wanna be on my computer ever. Like I'm so over the computer"

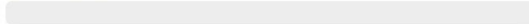
Eric enjoys spending his days in his house watching. His current employment is as a Content Creator at home, so he interacts daily with people online. While he may be at home 24 hours a week, he does not possess the ability to monitor his child. Both he nor his current girlfriend do not have the ability to cook, relying on sources like Kid Cuisines(Factory Meals) for food.

Comfort With Technology

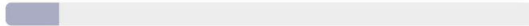
INTERNET



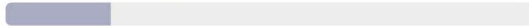
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Eric requires a place for social interaction to succeed. He feels as if close areas limit his ability to be creative and productive.

Needs

- 3 Rooms for him, his girlfriend, and his child
- Hidden personal information when buying a house
- A closet

Values

- An area that is not cold
- Stable seasons
- Low tax

Wants

- Diverse Local Restaurants
- Attractions and Amusement Parks
- Close to a liquor store
- Have an American Football League

Fears

- Residency being put online
- The government
- HOAs
- Noise from his at-home job disturbing his neighbors





Sarah Ducks (by My Tran)

Age	32
Location	Detroit, IL
Education	BS Marketing
Occupation	Marketing Manager

Sarah Ducks is a busy professional who is currently in the process of buying her first home. She is a hardworking marketing executive who has been saving for years to be able to afford a down payment on a home. Sarah is dedicated to her career and spends long hours at the office, leaving her with limited time to research and compare mortgage options. She is also feeling overwhelmed by the sheer number of mortgage lenders

"A truly good person will speak truth, act with truth, and stand for Truth. A truly good person is not afraid to think from their heart; therefore, allowing nonconformist decisions, viewpoints, and perspectives to lead their life."

Goals

- Buying a new home for her family
- Finding the best mortgage rates and terms
- Keeping her financials organized and on track
- Saving for her children's college education

Frustration

- Limited time to research and compare mortgage options
- Feeling overwhelmed by the amount of information available
- Uncertainty about the mortgage process and what to expect

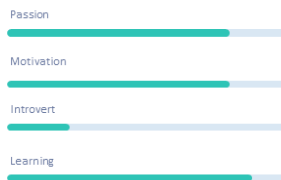
Values

- Family and community
- Financial responsibility and security
- Transparency and honesty
- Convenience and efficiency
- Trust in financial institutions and services
- Saving for her children's college education

Aspirations

- Spending time with her family
- Trying new restaurants and cuisines
- Traveling and experiencing new cultures
- Reading personal finance and investment books

Personal Traits



Social Channel

Twitter,Tiktok,Linkedin

Kayly Tran

age: 25

residence: Columbia, SC

education: Earned her B.A. degree of Computer Science

occupation: Back-end developer

marital status: Single



"There is not a single snowflake that is clean in this world"

Kayly appreciates Asian culture since she is half Vietnamese, so she enjoys having Asian foods. She is quite nerdy and introverted that social communication sometimes annoys her. Kayly always seeks permanent values and wants to settle down in one place rather than moving around.

Comfort With Technology

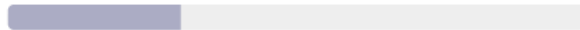
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

As much as Kayly wants to improve her communication skills, she wants a place with the least amount of social interaction so she can concentrate on her work. Some attractions within 30 miles could be a plus point for her relaxation.

Needs

- A house with 4 bath and 2 bed
- A modern toilet seat with high water pressure spray
- A new workstation

Values

- Averagely hot area
- Least amount of pollen
- Naturally quiet

Wants

- Near Asian market and restaurant
- Amusement Parks is a plus point
- Close to water shore
- Classical Arcade machine
- Everything is put online

Fears

- Social communication
- Noise from the neighborhood
- High property tax
- Community security

