

CSCE 190

Assignment Name: Personas Assignment

Group Name: CSCE 190 Group Mod decisive

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Emma Grace - By Anthony Goldhammer



age: "21"
residence: Columbia, South Carolina
education: University of South Carolina
occupation: Mom and Dads money
marital status: "Finding herself"

"Go Tri Delta!!!!"

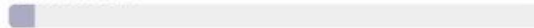
She likes to spend her days doing wine nights with her sorority sisters and going out to bars almost every day of the week.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

All she needs is to be the center of attention and feel as though her life is like her favorite movie, "mean girls".

Needs

- More than 1000 likes on every Instagram post
- To decide what she wants to do with her life
- Help figuring out what drinks she wants

Values

- Values people who she views as side characters
- Frat parties
- Drinking

Wants

- To grow her body count exponentially throughout her college career
- To go to the bar every night and get free drinks

Fears

- Not being popular
- Not having lots of boyfriends
- Not being constantly entertained
- Not knowing what to drink



Gerome Brad - Roman Valenzuela

age: 29

residence: New York, NY

education: CS degree

occupation: Overnight grocery stocker

marital status: Single with 4 kids

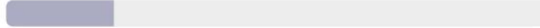


"I may have children at home, but the bar is calling my name."

Gerome likes to spend as much time as he can without his kids. he will do anything in his power to stay far away from them, even trying out 4-5 different drinks, just so he could forget his wife.

Comfort With Technology

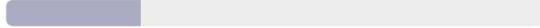
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Criteria For Success:

Gerome needs to spend more time neglecting his children to make him more successful so he could purchase more drinks.

Needs

- Needs to have a girl with great feet
- Needs to be away from any children for at least 16 hours a day
- Needs alcohol in his system 24/7

Wants

- Wants to put his children up for adoption
- Wants to make drinking and driving legal

Values

- Gerome values getting behind the wheel while drunk
- Values John Cena

Fears

- Afraid of being near children for too long
- Fear of driving sober
- Fears his own children



Sherry Chatto

age: 87

residence: Glendale, Montana

education: Thomas Jefferson High School

occupation: Travel Agent (Retired)

marital status: Single | Looking for something special

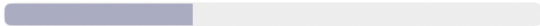


I think this idea could work, I just need to put more energy into it.

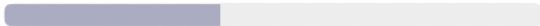
Sherry can't keep up with these young kids and their newfangled technologies! When it comes to a computer and a mouse, Sherry is all thumbs! But she really excels on her phone. She uses it often to facetime her grandchildren.

Comfort With Technology

INTERNET



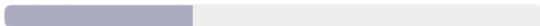
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Criteria For Success:

Sherry needs something simple and straightforward to help her through the weekend. With all the bars, clubs and parties going on, Sherry has trouble figuring out where to go! She does best with mobile apps and she really needs a drink.

Needs

- To preserve her retirement fund and shop the cheapest beer deals
- Finding new cultural beverages while traveling

Wants

- To preserve her retirement fund and shop the cheapest beer deals
- Find well-rated wine to enjoy without wasting her time on other beverages

Values

- Conversing with others about beverage enjoyment
- Being able to share her drink preferences with others
- quilting

Fears

- Finding out she could have spent less money
- Spending time drinking gross alcohol
- Not having the right brews to slam back with the boys



Barry Benson Bradley IV - Luke

age: 25

residence: Columbia, SC

education: High School Graduate

occupation: Landscape

marital status: Single



"I'm a weekend warrior"

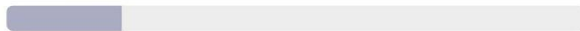
Barry Bradley is an easygoing guy that values nothing more than coming home after his 9 to 5 everyday and taking off the edge with a Miller Light. He is very involved in social media and frequently messages his friends so they can come over and join him.

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Needs

- Loud music
- Beer
- Money
- A new job

Values

- Hard work
- Women
- Alcohol
- The weekend
- Donald Trump
- the 2nd amendment

Criteria For Success:

Barry starts off every weekday by getting up and going to his landscaping job for the day. By then he's exhausted and ready to knock down a few shots followed by a couple of cold ones with the boys. Weekends are strictly partying.

Wants

- To to be buzzed on the job
- More friends
- To be surrounded by women
- Sugar mama

Fears

- Having a BAC below 0.08
- losing money
- Democrats
-



Darryl Blythwood Jr.

age: 31
residence: Cumming, GA
education: Trade School
occupation: HVAC Specialist
marital status: On third marriage. No kids



"One time I found a rat in the Wendy's HVAC"

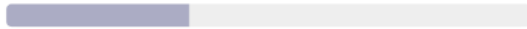
Simply goes to work, the bar, and home. Not much excitement

Comfort With Technology

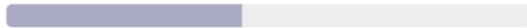
INTERNET



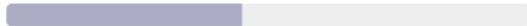
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Criteria For Success:

simplicity of interface

Needs

- -easy to use interface
- - robust application

Values

- -family
- -heavy drinking
- -football
- -HVAC

Wants

- - ability to find something new

Fears

- - not being able to find his favorite beverage
- -beverages being out of stock
- - UGA football losing

