

CSCE 190

Assignment Name: Personas

Group Name: Trackers

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Alex Smith - By Ryan Wilhelm

age: 28

residence: Columbia, SC

education: bachelor 's in political science

occupation: lawyer

marital status: Single



"It builds character"

early morning runs with my cat, zoom yoga class, waterbed naps

Comfort With Technology

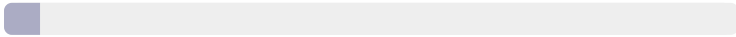
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be happy and healthy and to drink lots of water, and getting places on time

Needs

- hydration
- happiness

Values

- not being late
- staying calm and collected

Wants

- to get to work on time everyday
- drink more water
-

Fears

- fear of dying
- fear of people making dumb mistakes
-

Barbra Tysand - by Ayden Owens

age: 38

residence: Austin, Texas

education: PhD Mathematicas

occupation: Calculus Professor at the University of Austin Texas

marital status: married



"Always be prepared"

I start my day off by checking the local news and weather apps. Next, my husband takes our kids to school. Then I go to my amazing job and teach wonderful students! I rush to pick my kids up from school and spend time with them. After I go to my office and grade exams. Finally, I cook dinner for my family and rest.

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Criteria For Success:

Having everything planned out and marking off all tasks I needed to complete that day.

Making sure my family is safe, happy, and loved

Needs

- Being able to grade exams, homework, and projects in a more timely manner
- Finding an easier and faster way to get to work
- Being able to help her kids with their homework and make dinner for her family
- Spend time with her family

Values

- Being on time for work
- Getting at least 9+ hours of sleep
- A great detailed scheduled
- Having time with her kids

Wants

- Apps that give me all the information I need to start my day
- Wants more time with her kids.
- Wants a faster route or way to her kid's school

Fears

- Being late for work
- Being unprepared
- Not picking up her kids on time

Herbert Hugh by Michael Smigo

age: 67

residence: Columbia, SC

education: Doctorate

occupation: Teacher

marital status: Divorced without kids



Learn as if you were to live forever - Mahatma Gandhi

Herbert is a teacher at UofSC. He wakes up very early every day. He's a massive workaholic who prides himself on his work ethic and work efficiency. Very critical of himself and others. He strives to be the best teacher ever.

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SOCIAL NETWORK



Criteria For Success:

Work hard and efficiently to be able to get as much work done as possible.

Needs

- Get to his classes early
- Be able to spend the most time working

Values

- Time
- Passion and effort

Wants

- Get to his classes as efficiently as possible
- Be the best teacher possible

Fears

- Failure
- Wasting time
- Being disrespected

Marko shpuhin - By Michael Laitarovsky

age: 27

residence: Columbia,SC

education: Masters in Computer Science major

occupation: Microsoft firewall programmer

marital status: Married with 4 kids



"Its the motion of the Ocean"

After coming home from work Marko loves to come and play with his dogs and kids, and as a former swimmer athlete on the weekend he drives to the pool to swim.

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SOCIAL NETWORK



Needs

- Marko need the support of a higher personal about working from home.
- To find a better and faster and safer way to get to work on time.

Values

- He values his time with his family
- He values his time working out on the weekends
- He values his work place

Criteria For Success:

In order to feel successful Marko workout every weekend and on his free time to feel better with him self, the dedication of keeping in shape help mark to complete his goals and to make him more successful in life and job.

Wants

- Marko wants more free time and want to talk with his boss about working from home so he could have more time with his family and also gaming on his free time. Because the rides are always to long and there is always a train on the way that blocks the way and make him late to work.

Fears

- Marko afraid to be fired from the company because he is late all the time
- afraid to be not successful
- afraid of the possibility of giving up

Torvald Dido, by Ross Jaeger

age: 40

residence: Columbia, SC

education: B.Sc English

occupation: Uber Driver

marital status: Married with kids



My car takes me far and wide!

Torvald spends his days driving around the city of Columbia doing Uber as he loves the experiences he gets from driving people around. Torvald has multiple "side hustles" that pull in the income for him as he is not a fan of having a long term job.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Quick and efficient travel
- High customer satisfaction, as this brings in the income

Values

- An environment that allows for technology to make his life better
- Easy navigation wherever he is driving

Criteria For Success:

Torvald wants his days to be as optimized as possible. He is a very busy man and, as such, wants to squeeze as much as he can out of every day. This includes getting across the city as quickly as possible and minimizing the time it takes to travel from point A to point B. Torvald travels across different parts of Columbia many times a day.

Wants

- Better travel infrastructure in the city
- More family time

Fears

- Missing out on a better tip because traffic made his customers dissatisfied with their trip