

# CSCE 190

Assignment Name: Persona Assignment  
Group Name: CSCE 190 Group Mod decisive

Team Members who contributed:

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# Paul Simmions-RJ Lemon

age: 37

residence: Charlotte Nc

education: High School Diploma

occupation: Gas station worker

marital status: Married



*"God did"*

Work

Play Basketball

Take care of the kids

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Reliable way to work

## Values

- Family
- Money

## Wants

- Healthcare

## Fears

- Being broke
- clowns



# Louie Lane - by Luke Guaracino

age: 21

residence: South Carolina, Columbia

education: Bachelors Degree in Marketing

occupation: Game Show Host

marital status: Single



*"I'm not the smartest crayon in the box, but at least I'm in the box"*

I drive to be a game show host in Columbia and deal with loads of traffic and trains.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Finding the best possible time to shoot the show with the shortest commute, so I can fit it in my busy schedule.

## Needs

- Short commute
- Great shooting time for show
- Directions

## Values

- Being efficient
- Living a balanced life
- Partying

## Wants

- Best possible route
- Best game show of all time
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## Fears

- Trains
- Highways
- Deer

# Manvi KN - by Sri Nandury

age: 27

residence: New York, New York

education: Masters in ComputerScience CyberSecurity

occupation: Enterprise Architect

marital status: Married



*A quote from to help define their voice and personality.*

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

## Comfort With Technology

INTERNET



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## Criteria For Success:

When she can get things done in her own particular, uniquely "HER" way possible.

## Needs

- Loving Life - Husband!
- Homemade food
- Movies
- Family Time

## Wants

- Separate Personal and Professional behavior/time with equal dedication
- Comfort in everything she does

## Values

- Ethical / Cultural / Traditional
- Time
- Honesty

## Fears

- Fears that she might mess things up
- Clinging to the past might result in a messed-up present.
- losing everything she worked for and loved.

# Charles Clay - Nathan Nicodin

age: 42

residence: Columbia, SC

education: University of South Carolina

occupation: English Professor

marital status: Married | 3 kids



*"Why is there always traffic when school gets out."*

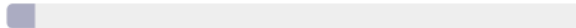
Charles spends his time grading papers, watching TV, and playing with the dog.

## Comfort With Technology

### INTERNET



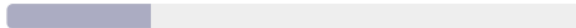
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

To be successful, Charles needs his students to turn in work on time and spend time with his wife and kids.

## Needs

- Commas
- Get the kids to school on time
- A nice home-cooked meal

## Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

## Values

- Time
- Quick Parking
- Family time

## Fears

- Being late to drop the kids off at school
- Stuck in traffic
- Slow walkers
- A student using incorrect grammar



# Noah Jones-Libaan Mohamed

age: 22

residence: Columbia, SC

education: University of South Carolina Business Major

occupation: Unpaid intern at a bank

marital status: Single



## Time is Money

Noah is on a very tight schedule and traffic makes it difficult for Noah to get to places around town on time. Parties hard and is sleep deprived. Nearly ran over by a sports car (ptsd)

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Being on a steady schedule so he can be places on time.

### Needs

- Precise time management
- Most efficient routes
- A paying job

### Wants

- A user friendly app to navigate campus
- Avoiding busy intersections

### Values

- Free time to relax and unwind
- Rich friends for connections

### Fears

- Being off schedule, tardy
- Relapsing on his chronic laziness
- Mustang/Hellcat drivers