

CSCE 190

Assignment Name: Cocky's Gangstas

Group Name: CSCE 190 Group #1

Team Members who contributed:

First Name	Last Name	Email
Ankit	Nath	anath@email.sc.edu
Paksh	Patel	paksh@email.sc.edu
Alfred	Pacicco	apacicco@email.sc.edu
Jarett	Sofronski	jarett@email.sc.edu
Nick	Maschas	nmaschas@email.sc.edu

Jorge Smith

age: 22

residence: Columbia, South Carolina

education: Bachelors in Computer Science (Senior year)

occupation: N/A, still in college

marital status: Single and ready to mingle



I WANNA GET JACKED

George is a very busy person, and he really wants to get in shape, but keeps putting off going to the gym because he doesn't know how to fit it in his schedule.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Structure and time management

Needs

- A workout regiment
- Create good habits now in order to maintain them in the future
- A girlfriend

Values

- Personal health

Wants

- Be seen as attractive and active
- Be seen as a gym goer
- Become a healthier version of himself

Fears

- Wasting too much time on gym and not enough time on schoolwork
- Becoming obese

Jeremy Higgins

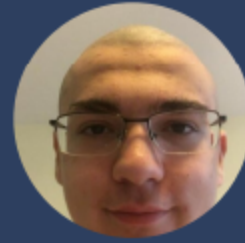
age: 20

residence: New York City

education: 2 years in college

occupation: Janitor

marital status: Single with long-term girlfriend



"No pain, no gains!"

Jeremy spends most of his time at the gym, chasing women, and drinking his misery away. He has an insatiable appetite, mostly consisting of protein.

Comfort With Technology

INTERNET



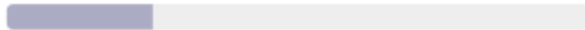
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To hit the gym daily.
- A strict diet, that of which allows him to get the body he desires.
- Dating apps.

Values

- Getting incredibly intoxicated.
- Getting incredibly buff.
- Scoring.

Criteria For Success:

A schedule that of which allows him to go to the gym during a time where the machines are available.
Enough food to satisfy his criteria.

Wants

- Gains.
- Beer.
- To score.
- To get his hair back.

Fears

- Being seen without a hat on.
- Being sober.

Mike Tyson

age: 56

residence: Paradise Valley, AZ

education: 3 years of college

occupation: Former Boxer

marital status: Married with kids

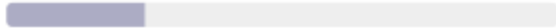


"I need a pump now!"

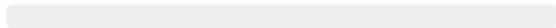
Mr. Mike Tyson is a fighter who loves to fight and lift to stay in shape.

Comfort With Technology

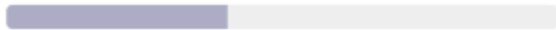
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be successful Mike needs to be at peak physical shape and win fights.

Needs

- More workouts
- More fights
- More protein

Values

- A beast
- Strong
- Fast hands and feet

Wants

- A new way to workout
- More gyms
- To be jacked

Fears

- Not looking good for the camera
- Cat in the Hat Books
- Ears

Stephen Owens

age: 25

residence: Atlanta, Georgia

education: Bachelors in International Business, Currently Getting
Master in Business Administration

occupation: Marketing for IBM (Part-Time)

marital status: Taken



Stay Fit

Stephen is at the age where he is a working busy man, yet needs to find a way to stay fit. With so many things to juggle he can not find the time to go to the gym.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Time management and doing the things he enjoys.

Needs

- GYM time
- Better time management

Wants

- Go to the gym more often
- Stay fit
- Feed back on workouts

Values

- Time
- Health (both mental and physical)

Fears

- Losing physical fitness
- Losing money
- Becoming exhausted