

# CSCE 190

Assignment Name: Personas

Group Name: Hustler's University

Team Members who contributed:

First Name	Last Name	Email
Derek	Lewis	derekel@email.sc.edu
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Paul	Lindsey	plindsey@email.sc.edu

# Cedric M. Powell (Derek Lewis)

age: 19

residence: Columbia, South Carolina

education: Highschool

occupation: Full-time student

marital status: Single



*"The way to get started is to quit talking and begin doing."*

I wake up at 6:00 every morning and plan out my day before I do anything else. After classes, I will typically socialize with friends before working. Once my responsibilities are out of the way, I wind down and do whatever I feel like doing at the time.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Having delivered on all of my commitments is my measurement of my success.

## Needs

- Reliability and convenience
- At the least, a rough schedule of my day.
- Others with whom to socialize and network
- Organization

## Values

- Good friends and acquaintances
- Sticking to one's word
- Cleanliness and straightforwardness

## Wants

- Little to no disruptions to my daily plan
- I'd like not to have any work to do after 9:00pm.

## Fears

- Failing to meet expectations after commitment
- Dirtiness and filth
- Sharp objects

# Jack Wackadoo - (Pushpendra Shekhawat)

age: 40

residence: Des Moines, Iowa

education: Ph. D in Animal Husbandry

occupation: High School Guidance Counselor

marital status: Married with 47 kids



*"Sometimes it's more manageable to eat out"*

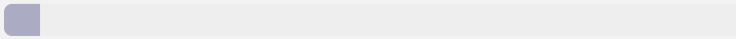
Jack lives a very interesting, unique, and different lifestyle. As a Doctor of Animal Husbandry and a passionate high school guidance counselor, Jack has a hard time cooking dinner for his many children, or really doing anything because of his many children.

## Comfort With Technology

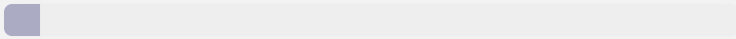
### INTERNET



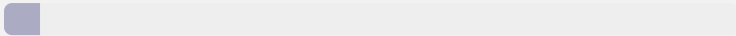
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Taking his daily anxiety medication

Forgetting something at the office whenever he comes home to stressful events

## Needs

- A better way to spend his time rather than cooking over 100 meals every day
- A better-paying job
- Contraceptives

## Values

- Mental Instability
- Unorthodox and confusing situations
- Young Adults who need life advice

## Wants

- To come home and relax after a long day of advising high schoolers about their life choices
- Peace and Quiet

## Fears

- Being normal
- Balloons
- Spiders

# Jeremy Smith (Nolan Blevins)

age: 31

residence: Columbia, South Carolina

education: MBA

occupation: Restaurant Owner

marital status: Married with 2 kids

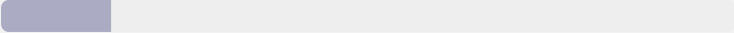


*One of the reasons that people enjoy coming to a great restaurant is that when an extraordinary meal is placed in front of them, they feel honored, respected, and even a little bit loved*

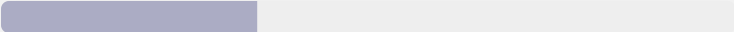
Jeremy loves to spend time with his family, and on the weekends he attends his son's baseball games and helps his kids in whatever way he can throughout the week, whether that be with homework or practicing sports. Although Jeremy is a family man he has somewhat of an expensive taste and enjoys driving his new BMW M5 competition. He also enjoys eating luxurious foods and trying exotic things.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

The more money the more successful

## Needs

- More time with family
- More people to help manage his business
- Business Partners to open more restaurants

## Values

- Quality time with family
- Maximized profit margins
- Trying new things

## Wants

- Make more money through his business
- Open more restaurants
- To have more time with family

## Fears

- Being Broke
- Not leaving a legacy behind
- Being a bad father

# Joey Joe Joe Jr. - (Paul Lindsey)

age: 31

residence: Pittsburg, Pa

education: Some College

occupation: Construction

marital status: married without kids



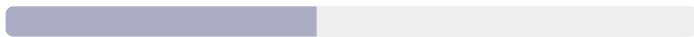
## *Sorry Ladies, I'm takin'*

Prefers to be called JJ instead of "Joe" or "Joey". Hates cooking and making decisions after a long day at work.

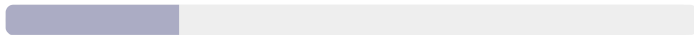
Lets his wife make most decisions except she often can't decide where she wants to eat and it causes arguments. was once kicked out of an Applebees after getting too drunk at happy hour. Many people who know JJ would often describe him as lazy. For JJ simplicity is the best way of life, as the saying goes "a happy wife a happy life".

### Comfort With Technology

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#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- Something quick without waiting a long time
- Apps that will decide where to eat for him
- Beer at his restaurants

### Values

- His wife
- The cheaper the take out the better
- Convenience

### Criteria For Success:

JJ already feels he has reach peak success as an average construction worker where he doesn't have to make many decisions and has minimal responsibilities and still able to afford an average life style.

### Wants

- To go out and eat at not fancy restaurants.
- To make America great again
- restaurants that are closer to home

### Fears

- Getting hit in the head by a nail gun
- His wife leaving him
- Birds