Assignment Name: Personas
Group Name: McCock

Team Members who contributed:

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David D West (Charles Stello)

age: 27
residence: Columbia, SC
education: Bachelor
occupation: Middle School School Teacher
marital status: Single | 1 child (he has made mistakes)

"Justin Bieber has a movie coming out! What is this world coming to? We would all be better off if someone pushed him into an active volcano!"

He leaves at 7:00 AM to get to class at 7:15ish (sometimes late) to teach middle school students who may or may not pay attention to his ramblings about the "real world problems" in their English class.
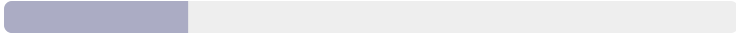
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A new generation of kids who understand how the world works

Needs

- Children to teach
- A safe place for his car to rest

Wants

- Wants cheap reliable parking close to school
- Wants easy-to-find quizzes for middle school quizzes

Values

- Cheap parking
- Easy to find quizlets for classes quizzes

Fears

- Dumb annoying students
- His favorite parking garage full in the morning

MOBILITY LABS

Michael J Hamel- (Ryan Aycock)

age: 55
residence: Columbia, SC
education: High school diploma or GED
occupation: Heating and Air Conditioning Installer
marital status: Married, with children

"My therapist keeps saying that I should really stop talking to inanimate objects.....but he's a lamp...what does he know...."
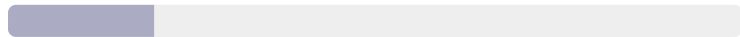
A quick summary of behaviors and practices like how he/she spends their day.
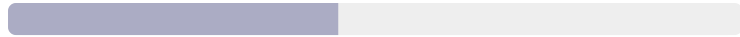
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Ensuring all cliental receive great and timely service. Eliminating all competition by great service in a timely manner or other means deemed necessary.

Needs
- Clients
- A parking spot near clients
- No competition

Wants
- Wants to find parking close to clients that is preferably paved.
- Be the top A/C installer in the local area.

Values
- Having a paved parking spot.
- Not having competition for A/C in the local area.

Fears
- Fears he might be late to due to distance between parking and the building his clients are in.
- Fears he might die from cardiac arrest after walking so far.

MOBILITY LABS

Tonicha Acosta (By: Goutham Gopal

age: 37
residence: Columbia, SC
education: Master's Degree in Computer Science
occupation: Software Engineer
marital status: Single

Be clear about your intentions, thoughtful in your choices, simple in your desires and content in your days... Life will present us with enough challenges. We don't need to set ourselves up for more by fueling expectations or living rigidly.

She goes to the gym and then goes to work.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Looking for a man in her life, specifically named Timothy Nelson.

Needs

- Parking spaces around campus

Wants

- Money
- Stability

Values

- Hard work
- Compassion
- Leadership

Fears

- Works too hard to avoid being left alone with her thoughts.
- Programming in Assembly

MOBILITY LABS

Rufus Lewinsky

age: 20
residence: Columbia, SC
education: Bachelors of Business Administration
occupation: Student / Waiter
marital status: SIngle

"The meter maids of UofSC got me again!"

Mr. Lewinsky at the University of South Carolina. Mr. Lewinsky has missed multiple classes due to the fact that he cannot find parking around campus. He has also earned parking fees worth a total of $3289 due to him parking illegally after he couldn't find any free spots.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Lewinsky needs an app that can track where open spaces are and how much they cost. The app should be able to give live updates on if someone has taken the spot so that he can go directly to an available one.

Needs

- - Be able to see where available spots are
- - See when spots open or are taken via live updates
- - Get a map of the city

Wants

- - Get live notifications if a spot opens or closes in the parking lot specified by the user
- - Be able to play/view how much time is left on a meter within the app

Values

- - Easy to use apps
- - Apps that don't crash
- - Visually appealing app

Fears

- - Failing classes because he is missing it
- - Earning more parking fines
- - Having to use student loan money to pay his current ticket balance

Timothy Nelson - by Ben Thompson

age: 38
residence: Columbia, SC
education: Bachelor
occupation: Software Engineer
marital status: Single

"Life is a DNA software system."

Timothy wakes up in the morning to some black coffee and watches the news or looks over some of his code before going to work. He has issues with his knees so he always leaves early to make sure he is not late.
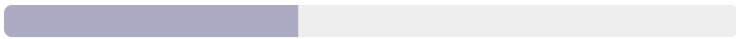
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Being comfortable getting to places and living how he sees fit.

Needs

- Good transportation to work
- Coffee

Wants

- People to see his car
- Not having to walk

Values

- His car
- Television
- People who help him out at work
- His online friends

Fears

- Being late for work
- His knees giving out

MOBILITY LABS