

CSCE 190

Assignment Name: Personas

Group Name: Cluck Norris

Team Members who contributed:

| First Name | Last Name | Email                 |
|------------|-----------|-----------------------|
| Cade       | Phillips  | cadeap@email.sc.edu   |
| Fred       | Schein    | fschein@email.sc.edu  |
| Tyler      | Korth     | tkorth@email.sc.edu   |
| Chris      | Dambrosio | dambrosc@email.sc.edu |

# Connor McSmall - Cade Phillips

age: 20

residence: Columbia, South Carolina

education: Bachelors of Business Administration

occupation: Accountant

marital status: Single



*I'm an accountant because I know how to deal with this bread*

Gets to work early and gets off late. No energy after work and just goes home eats and sleeps.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Being able to spend time doing what makes him feel best

## Needs

- A gym that isn't packed to be able to get a quick workout
- Extra time off from work for a social life

## Wants

- More time to go to the gym
- Less time at work

## Values

- Time alone
- Being able to do things quick and efficient
- His high paying desk job

## Fears

- Judgement from strangers
- Looking less superior to others at the gym
- "Gym bros"

# Kyle Smith - Fred Schein

age: 19

residence: Columbia, SC

education: B.A. Business Management

occupation: College Student

marital status: Single



*"Do you even life, bro?"*

Kyle spends all of his days preparing for his workouts by eating supplements that he doesn't even understand and being more worried about the layout for his lift after class than class itself.

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## Criteria For Success:

He needs to feel like he got a good pump in to feel like he kicked the sheets and won the day.

## Needs

- To attack the day
- To lift 7 days a week

## Values

- Brad's motivational speeches
- Kicking the sheets
- Friends who like to lift with him

## Wants

- A lift partner
- New preworkout
- To be a gym weapon

## Fears

- Missing leg day
- People who don't go to the gym

# Ronnie Coleman - Chris D'Ambrosio

age: 24

residence: Columbia, SC

education: B.A. Physical Education

occupation: Fitness Influencer

marital status: Single



## Light Weight

Ronnie likes to spend his days making influential lifting videos for his fans. He enjoys screaming when he works out, so he wants to go to the gym when it is empty.

### Comfort With Technology

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### Criteria For Success:

To be the most popular fitness TikToker.

### Needs

- Empty gym
- Heavy weights
- A girlfriend

### Values

- Self growth
- Friends

### Wants

- To be ripped
- A lot of protein
- A girlfriend

### Fears

- People
- Big crowds

# Giga Chad- Tyler Korth

age: 26

residence: Columbia, Sc

education: BA In Business

occupation: Social Media Influencer

marital status: Single



*"I am The Most Giga - Giga Chad"*

Constantly admires his own physique and mogs beginners in the gym.

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## Needs

- Sarm Sundaes
- Trenbologna sandwich
- Muscle Mass
- A gym that is not busy so people don't stare at him

## Values

- The gym pump
- His muscles
- Money
- Women
- 

## Criteria For Success:

To be the biggest in and out of the gym and lift the most weight.

## Wants

- A new lifting max
- More Instagram followers

## Fears

- He is not getting enough calories, protein or macros.
- Wondering if he is too fat or too skinny
- Not hitting a new lifting max each week
- Can't afford his steroids