

# Ben Duker, Jack Hyatt

age: 22

residence: South Carolina

education: BS Computer Science

occupation: Teacher's Assistant

marital status: Unmarried, but has a girlfriend



## TA work above partying

Ben is working on his computer all the time. Either code is up and being made, or he is grading assignments for the class he is a TA in. He spends his free time just hanging around with friends and sometimes plays games with them, or with his girlfriend. He sadly hasn't had much time to party during college, so he is behind on the drinking game.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Needs to be on top of the grind with grading and homework.

Needs to hang with friends and girlfriend to not burn out.

### Needs

- More time to have fun
- Money
- The AC to be on the colder side

### Values

- Time with friends and girlfriends
- His education
- Connections with people in and surrounding his education field

### Wants

- Wants to dip his toes into small drinking at parties or with friends.
- Wants to balance his work and recreation better

### Fears

- Fears that he will hate the taste of certain alcohol when trying to drink and not be able to get into it.
- Fears he could become an alcoholic if he tries to drink a bit.

# Kyrie Irving - Prem Patel

age: 27

residence: Alabama

education: Duke University

occupation: Professional Basketball Player

marital status: Single

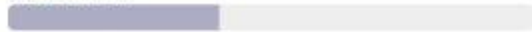


## *Basketball is Life*

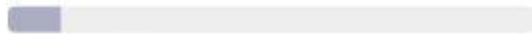
Spends most of his time training hard for upcoming games. Likes to have fun with his family and friends on the weekends. Doesn't want drinking to affect his health in any kind of way.

### Comfort With Technology

#### INTERNET



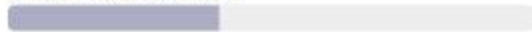
#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Kyrie wants to keep striving to become a better player.

He wants to win another championship game

### Needs

- More friends
- Time to drink
- Peace
- 

### Wants

- To start drinking in a healthier way
- Spend more time with his family
- Relax and have some fun

### Values

- Health
- Family
- Basketball

### Fears

- Spiders
- Losing
- Getting Injured

# Harrison "Big Hoss" McGee - Griffin Miller

age: 43  
residence: Oklahoma  
education: High School Degree  
occupation: Farmer  
marital status: Single



## "Yee Haw" - Big Hoss

Spends his weekdays farming his peaches and likes to end the day with a cold Coors Light or two.  
Likes to party with his friends on the weekends

### Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

### Criteria For Success:

Harrison just wants his peach farm to be successful.  
Doesn't care about materialistic things.  
Likes to party

### Needs

- To monitor his blood pressure
- To find a lover
- To have his daily bagel

### Values

- The integrity of his friends
- Whether somebody worked for their money
- If someone knows how to change the oil in their car

### Wants

- To find a new drink
- For his peach farm to be successful
- Meet some new friends

### Fears

- Anxious about meeting new people
- People making fun of his heavy accent
- Having one too many drinks



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# LeBron James - Aidan Macklen

age: 36

residence: Los Angeles

education: High school degree (did not attend college)

occupation: Professional basketball player

marital status: Married with three kids

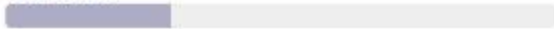


*They strive for greatness on a daily basis*

LeBron spends most of his time practicing and learning more about the game of basketball each day. This of course is not as fun as it sounds as it takes a tremendous amount of bodily and emotional strength. On the weekend, LeBron likes to wind down with alcohol a few nights out of the week. Whether this is a mild party on the weekend or wine with his wife, the statement remains truthful.

## Comfort With Technology

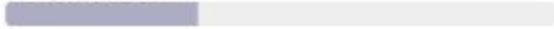
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

In order to make LeBron become more successful, he needs to be physically and mentally relaxed on and off the court. A healthy mind is very important to LeBron and without time to relax or do the things that he enjoys, he will not perform as well in the game.

## Needs

- Downtime
- Time to party/hangout with friends
- Stable mind
- Time with those he loves

## Wants

- Quality drinks (alcohol)
- Quality food
- Enjoy other interests

## Values

- Relationships
- Safe drinking
- Relaxation
- Getting better at basketball

## Fears

- Becoming mentally unstable
- Not performing well
- Losing relationships due to lack of time
- Drinking recklessly



# Randy, by Dominic Gaines

age: 34

residence: Clemson, SC

education: High School Diploma

occupation: Plumber

marital status: Divorced with 2 daughters

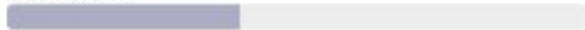


*If it ain't broke, don't fix it.*

When Randy is not busy on the job, he enjoys watching television or doing hands on chores such as working on his truck or four wheeler. When he is free from parental responsibilities, he likes to go out with his close coworkers and high school friends to drink and have a good time. It helps him relieve stress from the many events going on in his life right now.

## Comfort With Technology

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### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Prioritize his responsibilities
- Balance his schedule and relationships

## Values

- Country music above all
- Avid Clemson fan
- God and Southern tradition

## Criteria For Success:

Randy values his beliefs and ideas over any kind of concrete feeling of success. He was raised a Southern Baptist and claims to hold his religious beliefs closely when asked.

## Wants

- He wants to keep his job so he can continue to afford his current style of living.
- A new truck
- A stable relationship amongst his household

## Fears

- Losing his job
- Having drugs claim a hold in his life
- Being blamed for his divorce

