

CSCE 190

Assignment Name: Personas

Group Name: Cocky's Angels

Team Members who contributed:

First Name	Last Name	Email
Sai Sivani	Vishnubhotla	vishnubs@email.sc.edu
Alexis	Peters	alp12@email.sc.edu
Casey	Vu	cv10@email.sc.edu
Marietou	Seck	mseck@email.sc.edu

Zara Zen by Marietou Seck

age: 29

residence: Washington, D.C

education: Masters in Business Management

occupation: Senior Project Manager

marital status: Married w/o children



Being Organized is being in control

Zara is a senior project manager at a company in DC and her workdays are based on her schedule. With her demanding job and her days filled with meeting project coordinators, clients, partners, and team members, an organized schedule is needed to keep her on track. She has noticed a common issue of many of her team members missing meetings and other forms of miscommunications due to not having an organized schedule/calendar. She knows that this can delay and cause other problems with projects and their goals and must find a solution before its too late.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

A completed daily checklist

Meeting project goals and requirements on time

Clear communication with employees and team members

Needs

- Easy to set up
- Algorithms that suggest actions to promote good organization
- Team member schedules accessible by others to ensure easy scheduling for events and prevent miscommunications

Values

- Detailed communication and planning
- Leisure time, which good organization helps give her more of
- Saving time

Wants

- Able to integrate with other existing technology the company uses
- Customizable

Fears

- Project Failure due to disorganization
- Project delay due to miscommunication
- Disappointing clients
- Continuation of disorganization of team members



Suzy Lin - Sai Sivani Vishnubhotla

age: 26

residence: New York City, New York

education: Masters in Business Management

occupation: Employee at Google

marital status: Single



"If it's not planned, it won't get done."

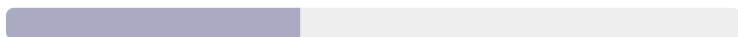
Suzy lives a busy lifestyle and loves to work with her fellow colleagues on many different projects. She constantly plans out her weeks in advance so that she can finish her work on time. However, she wishes that her fellow colleagues would also use a calendar so that deadlines are met.

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Criteria For Success:

Suzy believes that managing a calendar and planning out the week in advance will help her stay focused.

Needs

- A calendar that she can share with her colleagues
- A chat box in the calendar to help plan out projects
- Reminders to help the group stay on task

Values

- Balancing work life and home life
- Timeliness and making sure everything is done on time

Wants

- An easily readable calendar
- Color-coded reminders, so it is easy to distinguish between each other's work
- A calendar that can also be used after work

Fears

- Failure
- Missing the Due Date
- Having to finish her colleague's portion of the project

Leah Patel by Alexis Peters

age: 19

residence: Columbia, SC

education: Biology major/premed at UofSC

occupation: College student

marital status: Single



Fake it till you make it.

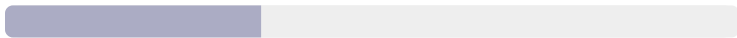
Leah is very passionate about accomplishing the goals she sets for herself. She spends most of her time studying in her apartment or t-coop. However, she struggles with having a set schedule and gets distracted easily, so she often ends up with a bad sleeping schedule.

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Criteria For Success:

Making a name for herself.

Needs

- An organizing tool to help manage her busy schedule
- Reminders about assignments and meetings

Values

- Relationship with family/friends
- Doing well academically
- Accomplishing her goals

Wants

- To get into med school and become a pediatrician
- To find a balance between her school, social, and personal life

Fears

- Organic chemistry
- Not getting into med-school
- Being late to class



Sally Smith by Casey Vu

age: 44

residence: Lumberton, North Carolina

education: Bachelor Degree in Public Health

occupation: Registered Nurse

marital status: Married with two kids



God made, Jesus saved, Carolina raised!

Spends part of her day at private practice then spends the rest of the day with family.

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SOCIAL NETWORK



Criteria For Success:

A happy family.

Needs

- A calendar to help organize and manage time.
- A calendar where she can compare her family's schedule day to day
- A calendar that is easy to use

Values

- God
- Family
- Friends

Wants

- A pretty calendar with customizable designs
- Fun, interactive features to mess with her children

Fears

- Her children disliking her
- Illness of her family or relatives
- Not being involved enough in her children's lives