

# CSCE 190

Assignment Name: Cocky's Gangstas

Group Name: CSCE 190 Group #1

Team Members who contributed:

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# Jorge Smith

age: 22

residence: Columbia, South Carolina

education: Bachelors in Computer Science (Senior year)

occupation: N/A, still in college

marital status: Single and ready to mingle



## I WANNA GET JACKED

George is a very busy person, and he really wants to get in shape, but keeps putting off going to the gym because he doesn't know how to fit it in his schedule.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Structure and time management

### Needs

- A workout regiment
- Create good habits now in order to maintain them in the future
- A girlfriend

### Values

- Personal health

### Wants

- Be seen as attractive and active
- Be seen as a gym goer
- Become a healthier version of himself

### Fears

- Wasting too much time on gym and not enough time on schoolwork
- Becoming obese

# Jeremy Higgins

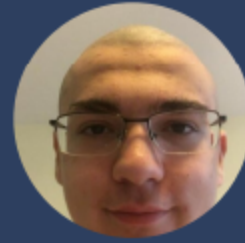
age: 20

residence: New York City

education: 2 years in college

occupation: Janitor

marital status: Single with long-term girlfriend



*"No pain, no gains!"*

Jeremy spends most of his time at the gym, chasing women, and drinking his misery away. He has an insatiable appetite, mostly consisting of protein.

## Comfort With Technology

### INTERNET



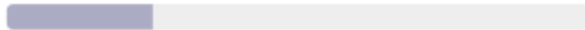
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- To hit the gym daily.
- A strict diet, that of which allows him to get the body he desires.
- Dating apps.

## Values

- Getting incredibly intoxicated.
- Getting incredibly buff.
- Scoring.

## Criteria For Success:

A schedule that of which allows him to go to the gym during a time where the machines are available.  
Enough food to satisfy his criteria.

## Wants

- Gains.
- Beer.
- To score.
- To get his hair back.

## Fears

- Being seen without a hat on.
- Being sober.

# Mike Tyson

age: 56

residence: Paradise Valley, AZ

education: 3 years of college

occupation: Former Boxer

marital status: Married with kids

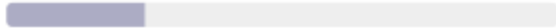


*"I need a pump now!"*

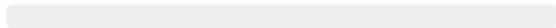
Mr. Mike Tyson is a fighter who loves to fight and lift to stay in shape.

## Comfort With Technology

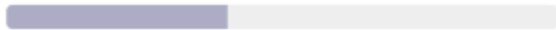
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To be successful Mike needs to be at peak physical shape and win fights.

## Needs

- More workouts
- More fights
- More protein

## Values

- A beast
- Strong
- Fast hands and feet

## Wants

- A new way to workout
- More gyms
- To be jacked

## Fears

- Not looking good for the camera
- Cat in the Hat Books
- Ears

# Stephen Owens

age: 25

residence: Atlanta, Georgia

education: Bachelors in International Business, Currently Getting  
Master in Business Administration

occupation: Marketing for IBM (Part-Time)

marital status: Taken



## Stay Fit

Stephen is at the age where he is a working busy man, yet needs to find a way to stay fit. With so many things to juggle he can not find the time to go to the gym.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Time management and doing the things he enjoys.

### Needs

- GYM time
- Better time management

### Values

- Time
- Health (both mental and physical)

### Wants

- Go to the gym more often
- Stay fit
- Feed back on workouts

### Fears

- Losing physical fitness
- Losing money
- Becoming exhausted