

CSCE 190

Assignment Name: Persona

Group Name: CSCE 190 “Jackson 5”

Team Members who contributed:

First Name	Last Name	Email
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Chad Brewski (Andrew Koch)

age: 18-22

residence: Columbia, SC

education: College

occupation: Business

marital status: Single

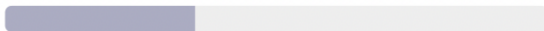


"Ferda"

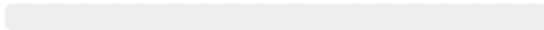
Chad is failing all of his classes. His fraternity requires that he keeps a 2.5 GPA, and the last thing he wants is to be dropped. Chad wants to run for president next semester, and he needs a way to find a study group so he can get his grades up.

Comfort With Technology

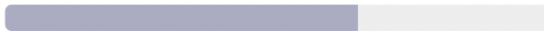
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Chad needs at least a 2.5 GPA to feel successful.

Needs

- A 2.5 GPA
- Someone to teach him supply and demand

Values

- Cracking open a cold one with the boys
- The brotherhood of his fraternity

Wants

- To be president of his frat

Fears

- Being dropped
- The IFC
- Failing his economics exams



Mike O'Connor (by Thomas Davis)

age: 20

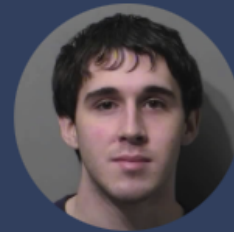
residence: Columbia, SC

education: BS in Neuroscience

occupation: Full-Time Student

marital Single

status:



"Study for success"

Spends most nights studying, possibly pulling all-nighters in order to maintain his 4.0. Mike enjoys spending time with friends, particularly in the library during the school week. He's very intelligent, but tends to procrastinate.

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Criteria For Success:

Mike needs to maintain his 4.0 to feel accepted and validated by his parents and his peers

Needs

- A study group of likeminded, motivated students
- A quiet study environment
- A 4.0

Wants

- A girlfriend
- A high paying job after college

Values

- His education
- His family and dog
- Chegg

Fears

- Losing his scholarship
- Getting below a B
- Girl in his Biology class

Brad Smitty (Marshall Pitts)

age: 18
residence: Columbia, South Carolina
education: College
occupation: Unemployed, Full Time Student
marital status: Single



"Two is Better Than One"

He is a Frat kid that spends their day-to-day partying and missing his assignments. He feels he desperately needs the help of others. Not a very smart guy, yet excels in a group setting due to his soft skills.

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SOCIAL NETWORK



Criteria For Success:

Maintain a 3.5 for his scholarships

Needs

- A Study group that can assist with his work

Wants

- All As as a result of his study group
- People that he can relay on

Values

- Great social skills
- Great problem solving
- Fharismatic
- Charming
- Funny

Fears

- Failing school because he has no help



Timmy by Alex Lacson

age: 18-22

residence: Columbia South Carolina

education: High School Diploma

occupation: Student

marital status: Single



A quote from to help define their voice and personality.

Timmy is your average, everyday student. He is taking 15 credit hours in the school of engineering and is looking for friends to start a study group with.

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Needs

- To graduate with honors

Values

- good morals and honesty

Criteria For Success:

Timmy wants to do the best he can to his ability in all of his classes and aims to get above a 3.5 GPA. While doing this, he balances it out with a healthy social life.

Wants

- Wants to have a healthy social life and make friends with people in his classes

Fears

- Fear of failing classes
- Fear of not making new friends
-

Timothy Pole (By Abi Satti)

age: 20

residence: Columbia, SC

education: In College

occupation: Full-Time Student

marital status: Single



"Never give up"

Timmy is a second year student at USC and is majoring in Mechanical Engineering. He is a very intelligent young student, but he sometimes has trouble properly applying himself.

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SOCIAL NETWORK



Criteria For Success:

Timmy believes that in order to be successful in life, you must have good grades and build up a good resume. Friends are for losers.

Needs

- Good Grades
- Sleep
- Food

Wants

- Good Grades
- No friends
- Money

Values

- Getting good grades no matter what

Fears

- Having friends
- Not being rich in the future
- Bad grades