

CSCE 190

Assignment Name: Personas

Group Name: CS:GO-Getters

Team Members who contributed:

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Alexis Milton - by Burton Sumner

age: 30

residence: Columbia, SC

education: Bachelor's in Business Management

occupation: Regional Manager at a Local Bank

marital status: Married with kids



"Even with my stable income, I need to save money whenever possible."

She tries to save whenever possible, but could use some help when it comes to finding all the deals she can. She takes the opportunity to use coupons when she comes across them during her shopping experiences, but doesn't know many other ways to check for local deals without scrounging through coupon books religiously.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She feels the need to provide enough for her family to supplement her husband's income. She won't feel successful until their joint income, not only satisfy their basic needs, but also the wants they have in life. She also won't feel like she's really made it unless she's in a position where their joint income yields a surplus they can put into a savings account.

Needs

- At least enough money to provide for her family's basic needs (i.e. food and shelter)
- Her husband and kids to be happy

Wants

- Financial stability (i.e not living paycheck to paycheck)
- Quality of life for her family through being able to buy them non-necessities such as toys and technology

Values

- Her own happiness
- The happiness of her family
- Adequately providing for her family.
- A stress-free day-to-day life

Fears

- That her family will become increasingly unhappy if finances affect her and her husband's ability to make ends meet.
- That her kids will do poorly in school if she doesn't provide enough for them.
- That the rapid inflation currently occurring will outpace her and her husband's joint income.



Donald Ronald - by Damian Sclafani

age: 40

residence: Columbia

education: Bachelors in Accounting

occupation: Accountant

marital status: Married with four kids

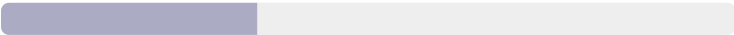


"Going to the store to get milk."

Donald spends his day going to his 9-5 job. Then he comes home to his loving wife and his four children. Donald is the primary bread-winner of the family. Donald is always looking for the best coupons so that he can get the best deals.

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Criteria For Success:

Donald needs to be able to provide for his family year round. He needs to be able to provide enough so that his four kids are happy as well.

Needs

- To provide for the family
- Stability

Values

- Family
- Good deals
- Coupons

Wants

- His children to happy
- To put in his weight/to feel important

Fears

- Not being able to provide for the family
- Inflation
- Gas prices

Billy Bobby Jefferson-by Tristan S

age: 18

residence: Charleston, SC

education: High School, (in first year of College)

occupation: Pizza Delivery, (currently majoring in Business)

marital status: single



*" Heard there's a fountain of youth (youth) Told 'em to fill it with Wock'
" -Yeat*

He enjoys spending his free time online shopping or hanging out with friends who have the same interests as him. Most of his friends enjoy going out and shopping/looking around at the mall. Whenever he is working, he puts his full focus into his job. He also loves blasting his favorite artist, Yeat, while doing deliveries >:)

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Criteria For Success:

In order to feel successful, Billy must have a productive day, all while using his time (and gas) efficiently

Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

Values

- he tries using his time as efficiently as possible
- he is always up for a good deal
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Wants

- That his clients are closer rather than far when he delivers/travels

Fears

- Not being able to buy gas to get home

L - By Zhongsheng Li

age: 33

residence: Columbia of South Carolina

education: Undergraduate

occupation: Engineer

marital status: Single



Refuel and keep going.

It's just work, and it's over.

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Needs

- Enough money and time

Values

- Steady and steady

Criteria For Success:

Minicomputer Pioneer Award

Wants

- I want to be the first computer scientist to win the Nobel Prize for Literature.

Fears

- Afraid of witches coming to take my life

Fan bingbing - by pengxiang li

age: 29

residence: Columbia,SC

education: Bachelor's in computer engineering

occupation: Microsoft Software Engineer

marital status: Single



“Work and life are a wonderful union in life”

She often goes shopping with her friends, because she thinks that dressing herself up very well will put her in a good mood at work. When she was working, she would immediately go into a closed state, and no matter what disturbed her next to her, she would not take it to heart.

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Criteria For Success:

She only feels successful when she buys her dream clothes and has a high status in the company.

Needs

- She needs to find someone who understands her completely.
- She needs more money to buy luxury goods.

Values

- her successful life
- she is always helpful

Wants

- Find a husband who loves her.
- Have more time in your life to spend with your family.

Fears

- She is afraid that her youth will not last forever