

CSCE 190

Assignment Name: Personas

Group Name: CSCE 190 Group #11

Team Members who contributed:

First Name	Last Name	Email
William	McVey	wmcvey@email.sc.edu
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Dr. Omari Tulugaq (Tag McVey)

age: 65

residence: Columbia, SC

education: PhD in Physics, PhD in Mathematics, PhD in Computing

occupation: Professor at the University of South Carolina

marital status: Single (no time for relationships)



"The gym is not a hobby, it's a whey of life."

Dr. Tulugaq is a genius-level Calculus professor by day, and an avid gym bro by night. His only devotion is finishing the teaching day early to get to the gym. He loves posting his progress on Instagram for all of his loyal followers to admire.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being the biggest and most followed professor at the university.

Needs

- Gainz
- Protein
- More gym time

Values

- Gainz
- His followers
- Being the strongest teacher

Wants

- More opportunities for gainz
- More protein
- More money...for protein

Fears

- Losing his gainz
- Losing followers
- Not being the biggest

Vikki Wood (Alayna Wybranski)

age: 21

residence: Columbia, SC

education: Pursing Bachelor's Degree in Pyschology

occupation: College Student

marital status: Single, a boyfriend is not in her schedule

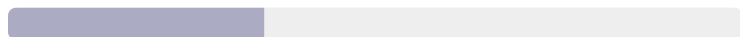


"Life is too short to limit yourself!"

Vikki is an extremely busy student juggling her junior of college. She likes to stay to a strict schedule and know exactly how things will fit throughout her day. She's an avid takeout food fanatic, but only because she doesn't know how to cook. She loves in the background and have all eyes everywhere but on her.

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Criteria For Success:

Getting at least a 3.5 GPA , a good internship, and getting to bed by 11 PM.

Needs

- Help making her workout plan.
- A safe environment with a judge free zone
- Little to no people around her while working out

Values

- Keeping to her schedule and detailed planning
- A good movie and some microwave popcorn

Wants

- Being able to fit everything into her schedule
- An outlet for the stress of college.

Fears

- Failure
- Missing a class
- Being judged

Brad Smith (Meara Cox)

age: 27

residence: Columbia, SC

education: Bachelor's in Exercise Science

occupation: Personal Trainer

marital status: single -- can't keep a girlfriend



"Bro, do you even lift?"

Brad only cares about working out. His longest relationship was two weeks and was broken up with because he missed their date due to being at the gym. He always wants to feel like he's the biggest in the gym, but likes to help other's also become jacked.

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SOCIAL NETWORK



Criteria For Success:

Brad feels most successful when he is making gainz and helping others to make gainz.

Needs

- To be in the gym
- To be making gainz
- For his client to be making gainz

Values

- Gym time
- Protein

Wants

- To get stronger
- To spend his time in the gym as productively as possible so he can maximize his gains
- Help clients make gainz

Fears

- Not being the strongest in the gym
- His client thinking he's weak

Theodore Reginald

age: 18

residence: Columbia, SC

education: Bachelor's in Marine Science

occupation: Student

marital status: Single



"It's not about being skinny, it's about being healthy."

Theo hasn't always been so sure of the gym in the past. Never before has Theo had the encouragement and inclusiveness when it came to fitness. Now with the Gym app, Theo feels very comfortable beginning his fitness journey.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Support and cooperation among gym goers

Needs

- Gym Friends
- Motivation to go
- Judgment Free

Values

- Health

Wants

- Feeling accepted within the Fitness Community
- Weightloss

Fears

- Judgment
- Lack of Knowledge