

CSCE 190

Assignment Name: Personas

Group Name: CSCE 190 Group The Seven

Team Members who contributed:

First Name	Last Name	Email
Gerome	Vergara	gvergara@email.sc.edu
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Evan	Dang	edang@email.sc.edu

Robert Smith (Evan Dang)

age: 28

residence: San Francisco, California

education: Bachelor's in Computer Science

occupation: Software Engineer

marital status: Single



"There's always a way to transition into a healthier lifestyle using software."

Typical software engineer working at a start-up company in silicon valley.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Creating a solution to a problem people didn't even know existed.

Needs

- Seamless integration of technology in his everyday life.
- A screen for almost everything fridges, washing machines, etc.
- A shower.

Wants

- A computer to program and code with
- Better work-life balance
- More efficient use of time

Values

- Being adaptive to changes
- Knowledge of technology

Fears

- Another 'Y2K' scenario
- His start-up company failing



Jackie Chung - Gerome Vergara

Jackie Chung

age: 20

residence: Columbia, South Carolina

education: Sophomore at UOFSC

occupation: Babysitting

marital status: Single



"Girl Boss"

Love to spend time scrolling through TikTok and sharing all of the funny and relatable videos. 1000+ followers on Twitter with a growing fanbase. BTS Army. Stan Luna. Sorority Sister for ALPHA SIGMA RHO

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SOCIAL NETWORK



Criteria For Success:

Likes, Saves, Shares

Needs

- Allergic to peanuts

Wants

- To post food on her twitter and Instagram.
- Morning Triple Shot Espresso
- To be like her Sorority sisters

Values

- Postable drinks and foods
- Sorority Power
- Stopping Asian Hate

Fears

- Disliked
- Hate Comments
- Losing her friends
- Not Fitting in



Henry Rockefeller (Jacob Blair)

age: 27

residence: New York City., New York

education: Princeton University

occupation: Making Money Moves

marital status: Sing (and ready to mingle)



"Cash rules everything around me" - Wu-Tang Clan

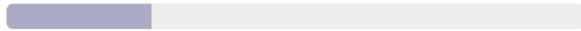
I am a self-made business guru. I took the \$100,000 that my father gave me and invested it all into bitcoin. I am soon to be the next Elon Musk. To the moon!

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Needs

- I need to waste no time in every aspect of my life.
- Never waste any money
- 5 espresso shots in the morning.

Values

- Anyone that started at the bottom and worked their way up like me.
- Anyone that respects the value of the American Dollar.

Criteria For Success:

I need to wake up at 5 am every day to manipulate the stock market. I don't make business moves, I make power plays. If I do not make my monthly quota, then I do not get my monthly allowance from my father.

Wants

- To be able to subtract from my deliverers pay for them being late.
- To be able to fly in food from across the world.
- I want it all.

Fears

- Afraid that Ill wakeup and lose the ability to grind.
- Bitcoin to go down.
- Dissapointing my father.

Joe Johnson (Brandon Wells)

age: 55

residence: Charleston, SC

education: Bachelor's in Mechanics

occupation: Manager at mechanic's shop

marital status: Married, with two kids

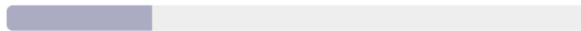


"If it ain't broke, break it, then fix it."

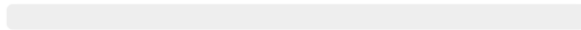
Spend time fixing cars and drinking beer. Yard work and watching sports.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Fixing something even if it isn't broken.

Needs

- Normality
- Time alone for sport watching
- Hot-and-ready food

Values

- High productivity
- Be the best, or be nothing.

Wants

- A beer
- A good steak
- A good time

Fears

- Finding something unfixable
- Slow productivity

