

# Mike Rooney

age: 18

residence: Charleston, SC

education: Bachelor of Science, Computer Science

occupation: Student, full time

marital status: Single



*Hard work beats talent when talent fails to work hard*

New student getting acclimated on campus looking for a roommate!

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Education and social life is a priority

## Needs

- Peanut free environment
- Reasonable quiet hours for studying

## Values

- Values friendship, family, and education

## Wants

- Likes the same music as me
- Similar interests

## Fears

- Not liking school
- Not doing well in my classes.

# Paris Hisenbower

age: 20

residence: Michigan, 500 S State St, Ann Arbor, MI 48109

education: Michigan State, Major in Hospitality Business

occupation: Barista at Dunkin Donuts

marital status: Single



*"Always looking to meet new people in new places"*

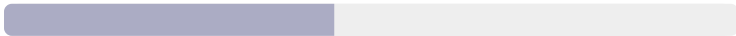
Paris is a 19-year-old college student and Michigan state most of her day is spent in class but she likes to party as well. Living it up on the weekends with her friends and going out to the movies, she sure likes to be out a lot.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- She needs a place to stay that is relatively close to campus
- To be relatively cheap
- Internet

## Values

- Respect
- Honesty
- Having fun

## Criteria For Success:

She needs a safe place to relax and hang with her friends on the weekends but needs a quite place to help her study for classes

## Wants

- She wants a cool roommate
- Parties on the weekends
- Big living area
- Cute looking building

## Fears

- She will have to live farther away
- Her roommates won't like her
- and that she may get noise complaints about her parties

# Thomas Romano

age: 18

residence: New Jersey

education: High School Diploma

occupation: Part Time Walmart Chashier

marital status: Single



*"I strive for success"*

Wakes up at 7 am every day and goes to the gym. After the gym, he works for 5 hours. In his free time, he likes to play video games, read, manage stocks, and code.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

To feel comfortable in their working environment.  
Able to have up front discussions about concerns  
and be able to address issues and move forward

## Needs

- To have own personal workspace
- To have no guests on weekdays
- To sleep in silence at nights
- To be clean

## Values

- Honesty
- Friendship
- Loyalty

## Wants

- To have a morning person as a roommate
- Roommate to be into gaming
- Roommate to be from out of state

## Fears

- Roommate will be dirty
- Roommate will be anti-social
- Roommate will do drugs

# Tom Thibodeaux

age: 22

residence: SC

education: Degree in Biochemistry

occupation: None

marital status: Single



*"Hard work beats talent, when talent doesn't work hard."*

Enjoys working out and reading during free time.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- None

## Values

- High level planning.
- Strong Work Ethic

## Criteria For Success:

Supportive boss that pushes every person to be successful.

## Wants

- To grow and get better at something every single day.

## Fears

- None

# Richard Wine

age: 18

residence: Columbia, South Carolina

education: Undergraduate, high school diploma

occupation: Fast-food worker

marital status: Single



*Work hard, play hard*

I spend time exercising, going places with friends, partying, and working at my job. I'm also busy studying a lot

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A good job that makes me feel like I'm putting my talents to use

## Needs

- I need an affordable living space on campus

## Wants

- A good experience at college
- Good roommates that I can relate to and enjoy being around

## Values

- Sleep
- Friends
- Time

## Fears

- Getting stuck with a roommate I dislike

## **Order of Persona's:**

Mike Rooney is James Stafford

Paris Hisenbower is Tristan Hudak

Thomas Romano is Marques Johnson

Tom Thibodeaux is Mathew Fowler

Richard Wine is Jackson Hale