

## CSCE 190

Assignment Name: Personas

Group Name: 🧑🏻🌈™

Team Members who contributed:

First Name	Last Name	Email
Aidan	Hadley	hadleya@sc.edu
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# Dimmy Jonaldson - Aidan Hadley

age: 25-35

residence: North Carolina

education: High School

occupation: "Influencer" & Restaurant owner

marital status: "Single"



*"Get paid, get laid, Gatorade"*

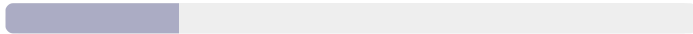
A hard-working and dedicated individual, Dimmy tries very hard to make a following on multiple social media sites. He has tried multiple methods and tactics, but the one he is on recently is taking other girls on "dates." Don't let his girlfriend know about it, though.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- YouTube Views
- Steady source of income
- A new editor
- A way to get his business out there

## Values

- Efficient way to find girls
- Efficient way to find restaurants
- Efficient way to find customers

## Criteria For Success:

- Making money
- Feeling satisfied
- He doesn't know it yet, but helping other people

## Wants

- Fame
- Lots and lots of money
- A way to get out of his current relationship
- A popular burger restaurant

## Fears

- His girlfriend finding out
- The IRS
- Failure



# Hubert Roosevelt by Tony Lin

age: 70

residence: Palm Beach, Florida

education: High School Diploma

occupation: Retired

marital status: Married with kids and grandkids

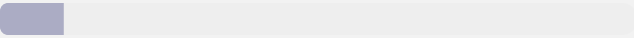


*Back in my day I used to be the GOAT*

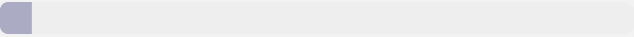
Hubert is a big family man that has just recently retired so he has plenty of free time to go fishing and painting. Hubert's kids have grown up and have had their own kids who frequently visit Hubert. Hubert lives with his wife and dog in their beach house. Hubert enjoys taking his wife out to eat every weekend.

## Comfort With Technology

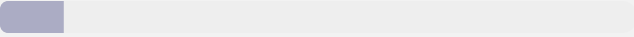
INTERNET



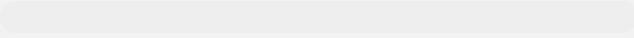
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

The app must show estimated wait times and place reservations so Hubert doesn't waste any of his precious life waiting in useless lines. The app must also display menu previews of the restaurants because Hubert suffers from a crippling peanut allergy.

## Needs

- Allow reservations to be made through the app
- Display menu previews for peanut allergy
- Show estimated wait times

## Values

- Family
- Efficiency
- Memorable experiences

## Wants

- Simple interface and easy to use
- Show reviews to avoid bad restaurants
- Be able to filter restaurants by

## Fears

- Death of him or his wife
- Government
- Suffering allergic reaction in public

# Hom Tanks - Mo Morales

age: 53

residence: Philadelphia, Pennsylvania

education: Stratford University

occupation: Chef

marital status: Divorced



*"Try everything at least once, even if the enjoyment is temporary."*

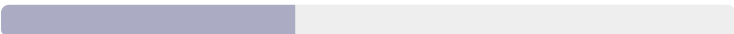
A big Gordon Ramsay fan and passionate cook. His outlook on life is often critical and judgmental. He has always had a sensitive pallet and keen sense to detail. His appreciation for quality food was a driving factor for attending college for culinary arts.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Hom is very particular. In order to feel successful, he finds it imperative that his expectations are not only met, but surpassed.

## Needs

- To be impressed with the timely arrival, presentation, and taste of his food

## Values

- Sublime food
- Exemplary customer service

## Wants

- To have options of highly rated restaurants in his area available to him along with wait-times and seating options.

## Fears

- E. Coli
- Food poisoning
- Losing his appetite

# Billy Steinberg

age: 46

residence: Bronx, NY

education: Marketing Degree

occupation: Associate Salesman for Car Insurance Company

marital status: Married | 3 children



## "Food, Family, and Fun"

Billy is the typical middle age dad who enjoys family dinnertime and watching football on Saturdays. He loves nothing better than a cold IPA with a well-cooked meal. He loves trying different foods and has traveled to over 30 countries. He values family time over his work even though it's cost him multiple promotions

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Billy wants very weekend to be a new adventure and wants to be able to experience something different each time. He wants to give his children the best possible childhood.

### Needs

- A simple app with clear userface
- A variety of dining options
- Able to reserve in advance

### Values

- Family time
- Eating healthy
- Enjoying his weekends

### Wants

- To spend time on weekends with his family
- To experience different cuisines
- An all inclusive experience

### Fears

- Missing his favorite football teams game
- Staying in for the night
- Becoming a failing father

# Jason Schwarz

age: 22

residence: New York, NY

education: B.A. in Business

occupation: Full Time Student

marital status: Single

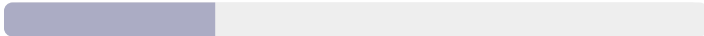


*"There's not enough time in the day."*

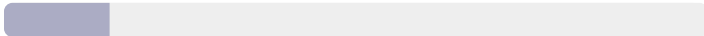
Jason is a man who rarely finds a moment to sit down and organize his thoughts. The last thing he wants to happen is for his day to get thrown off with uncertainty in relation to wait times for food. He tends to plan almost every moment of his day and wants to make sure that his schedule allows for both down-time and crunch-time.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Wants to feel that his time has been efficiently used and that he did not waste money.

**Needs**

- Assistance with planning his day
- The ability to plan his day in detail
- The maximum amount of certainty about when he'll be able to get food

**Values**

- Efficiency
- Hard work
- Down-time

**Wants**

- A wide variety of choices in his life
- As much down-time as possible in relation to his busy schedule
- Tasks like getting food to be as efficient and enjoyable as possible
- Mundane tasks like getting food to take as little time as possible

**Fears**

- Loss of control
- Missing an event due to high wait times
- Death