

CSCE 190

Assignment Name: Personas

Group Name: Dudes

Team Members who contributed:

First Name	Last Name	Email
Ian	Gross	rushhydra9@gmail.com
Khaled	AlMajed	kmmkhalid70@gmail.com
Boggio	Meadows	Boggio@email.sc.edu
David	Duong	duongdavid17@gmail.com
Daniel	Nguyen	Danielthewin16@gmail.com

Ryan Smith, by Ian Gross

age: 33

residence: Columbia, SC

education: Bachelor's Degree - Business

occupation: Entrepreneur

marital status: Married



"Work hard, party harder."

Ryan wakes up early and manages his business for most of the day. After work, he enjoys staying at home with his wife, and inviting friends + family over to drink.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Efficiency and alcohol after a hard day of work.

Needs

- Ryan needs alcohol (he is an alcoholic)
- Ryan needs internet in order to communicate with his colleagues and clients.
- Ryan needs music to help him relax, or to get him in his work zone

Wants

- Validation for success
- Alcohol
- New Eminem album
- Children

Values

- Consistency
- Speed
- Planning
- Being on time

Fears

- Car accidents
- Death
- No alcohol
- Disappointing people



Khaled

John David

age: 22
residence: Columbia, SC
education: Senior in College
occupation: Student
marital status: Single



loves hanging out with friends on the weekends and working hard during the week!

John tends to spend most of his time at the library during the week. He is a hardworking student at UofSC working towards a bachelors degree in engineering. John isn't a big fan of drinking in public places, he prefers doing it privately with his friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Time management is a big factor when it comes to success.

Needs

- Needs a more efficient way to host a gathering for his friends.

Values

- Time
- Consistency
- Reliability

Wants

- Wants a fast service that provides him with alcohol

Fears

- Fears having a small gathering or party ruined after a tough week of work.

Boggio

Alejandro Brooks

age: 21

residence: Columbia SC

education: Currently attending UofSC

occupation: full time student

marital status: single



"loves to get together with friends and bring the party alive"

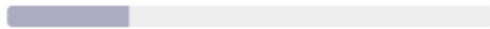
Alejandro goes to UofSC for his bachelors in business. He spends his weekdays mostly going to class and doing homework. On the weekends he likes to party with his friends and drink at bars or clubs, however does not like having to get Uber's every weekend for him and his friends.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Alejandro would like an app that has a contrast in colors for this colored-blind eyes. As well as a adding friends feature within the app so that he can split bills and do group orders with his friends.

Needs

- to feel safe and protected while partying with friends
- a simplistic design

Values

- values spending time with friends and keeping everyone as safe as possible

Wants

- easy to navigate application with contrasted colors
- a way to add friends on the app

Fears

- spiders
- drunk drivers
- heights



David

Johnny Hams - By David Duong

age: 37

residence: Columbia, South Carolina

education: Bachelor of Science in Computer Science

occupation: Software Engineer

marital status: Single



Computers are good at following instructions, but not at reading your mind.

Johnny likes to spend his days on the computer all day

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Productivity
Work
Alcohol

Needs

- Needs to be on his computer
- Needs to manage his time
- Needs everything to be convenient
- Needs to be open minded

Wants

- Wants alcohol without leaving his house
- A wife

Values

- Hardwork pays off
- Always commit to things
- Being responsible

Fears

- Scared of going out
- Scared of breaking habits
- Fears kids

Elliot Choi

age: 29

residence: New York City

education: Masters Degree in Computer Science

occupation: Software Engineer

marital status: single



"The computer was born to solve problems that did not exist before."

Elliot Enjoys programming in his free time!

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make sure that everything that the client asks for is included.

Needs

- High paying job in order to support his spending habits
- A very good friend group that always supports his decisions.

Wants

- New computer that just came out
- Travel the world
- To eat out everyday

Values

- Family
- Friends
- Money

Fears

- Losing his job
- Not being able to find a high paying job
- Losing all his friends

