CSCE 190

Assignment Name: Personas
Group Name: C.O.C

Team Members who contributed:

First Name	Last Name	Email
Alex	Amico	amamico@email.sc.edu
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Micheal Scott

age: 44 years old

residence: Columbia, SC

education: Bachelors in Computer Science

occupation: Currently working for a Paper Company

marital status: Married, with kids

"I won a Dundee"

Likes to spend his mornings waking up to the smell of bacon as a great motivation to start his busy day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Encouragement from other in order to be successful

Needs

- Support from his colleagues
- Nice work environment
- Good computer/hardware for better performance

Wants

- To live a happy life
- Loves to help people using technology

Values

- Loyalty
- Honesty

Fears

- Not living to his fullest potential

MOBILITY LABS

- Determination

Bartholomew Simpkins by Daniel Ruiz

age: 42

residence: Michigan

education: Middle school

occupation: Self Employed Welder

marital status: Divorced

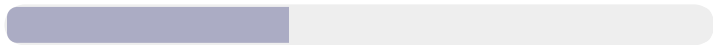*"Anyone can deal with victory. Only the mighty can bear defeat."*

A man who is mostly business, he doesn't let small things like prerequisites stop him and he works everyday to improve who he was.
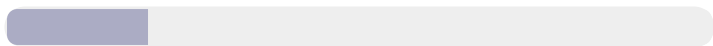
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A reasonable profit with a sustainable lifestyle.

Needs

- Punctuality
- Efficiency
- Dedication

Wants

- Wants to improve and be able to enjoy life with his hard work.

Values

Fears

MOBILITY LABS

- Skill
- Efficiency
- Compassion

- Not being able to recover from a mistake.
- Failure due to no fault of his own.
- Giving up

Mike Smith

age: 48
residence: Columbia, SC
education: Masters in IT
occupation: IT project manager
marital status: Married with 3 kids

Knowledge is power

I spend my day keeping track of my employees

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need more accountability from my employees

Needs

- Accountability ensurence

Wants

- I want my employees to get their pay docked when they are late to work. Because they work on salary this has proven difficult

Values

- I value loyalty and honesty

Fears

- Failure

MOBILITY LABS

Dick Jenkins

age: 71
residence: Georgia
education: Kindergarten
occupation: Investment Banker
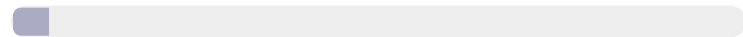**marital status:** Single and ready to mingle
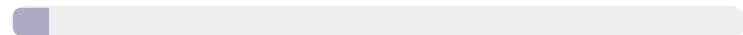
"If you can dodge a wrench you can dodge a ball"

I watch my favorite westerns while my assistants do all my work for me.
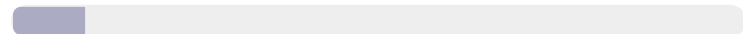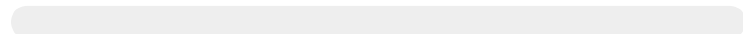
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need my young employees to held accountable because their generation sucks.

Needs

- Easy to use
- Very big font

Wants

- I want a way to withhold money from those who miss commitments.

Values

- Trust
- Reliability

Fears

- The trees
- Computers

MOBILITY LABS

Brad Chadman by JJ Tupacz

age: 28

residence: Atlanta, GA

education: MBA in Business Administration from University of South Carolina

occupation: Regional Administrator at the Coca-Cola Company

marital status: Married

"Well, hip-hop is what makes the world go around." – Snoop Dogg

A married man, Brad destresses from his daily life at the gym after work.
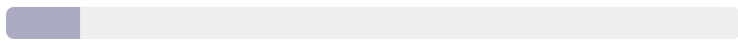
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

An environment where he can help others succeed with their gains

Needs
- Food
- Protein
- Gym time
- More protein

Wants
- Gains
- Time with his family

Values
- Personal Motivation
- Muscles
- Compassion

Fears
- Loss of gains
- Not going to the Gym
- Wasted Time

Coca-Cola