

CSCE 190

Assignment Name: Personas

Group Name: Tech Support

Team Members who contributed:

First Name	Last Name	Email
Shea	Rappold	srappold@email.sc.edu
Collin	Remer	ctremer@email.sc.edu
Jacob	Frierson	jacobtf@email.sc.edu

Brandon White, by Collin Remer

age: 34

residence: Arizona

education: Bachelors in Accounting

occupation: Senior Accountant

marital status: Single



"Consistency is the key to success"

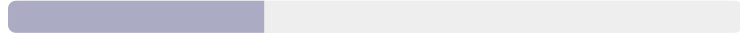
After a long work day, I enjoy spending time with my dogs and listening to music!

Comfort With Technology

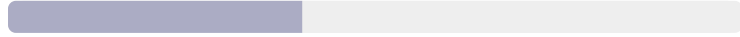
INTERNET



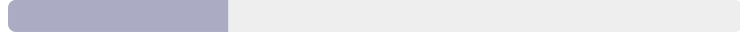
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Consistently rising through the ranks in my career

Needs

- Guidance from superiors
- Something to make me stand out
- More connections in my field

Values

- Consistency
- Transparency
- Integrity

Wants

- A new innovative way to listen to music
- New methods of destressing after work
- Success in my career

Fears

- Failure at my job
- Health issues from stress
- Disapproval from his parents

Jackie Howell by Shea Rappold

age: 25

residence: Nebraska

education: Environmental Science

occupation: Agricultural Engineer

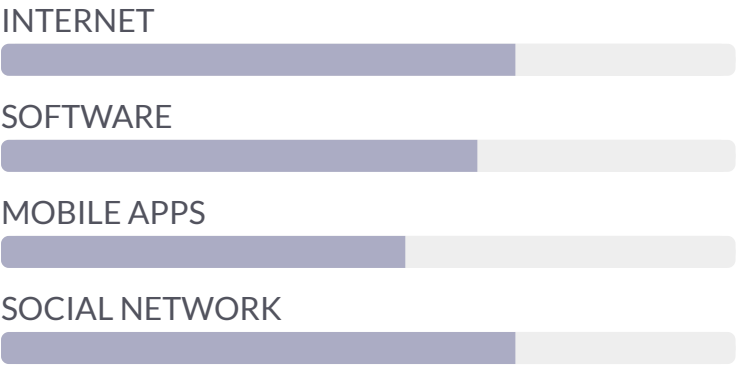
marital status: Single



"Greener technology is key in conservation in the modern age."

She spends her days at work trying to lessen the impact of agriculture on the environment. When she is off of work, she spends her time outside, trying to do what she can to help the environment while listening to her favorite music.

Comfort With Technology



Needs

- Music that can distract her from the stress of her job.
- To feel hope for the future of the environment.

Values

- Preservation of natural life.
- Environmental conservation.

Criteria For Success:

Maximizing societal gain while minimizing environmental impact.

Wants

- To use music to distract herself from the stress caused by climate change.
- Technology that is able to help people while not harming the environment.

Fears

- Climate change.
- She believes that she is not doing enough to help the people around her.

Chad Gunderson - by Jacob Frierson

age: 28

residence: California, Los Angeles

education: MA in Physical Therapy

occupation: Personal Trainer/ Life Enthusiast

marital status: Single with long term girlfriend

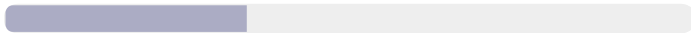


Practice is Perfection.

Spends his days training himself and others to become the best people they can be, physically and emotionally.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Physical, picturable advancement.

Needs

- Easy to use app with little technical expertise required.
- Ability to create playlists for different workouts/scenarios.
- Music player that constantly improves, just like him.

Values

- Perseverance
- Self-Improvement
- Teamwork

Wants

- Music tailored to him
- Social features on the app: Share music?
- Ability to upload personal music to music player through a simple interface.
- Support for lesser known artists.

Fears

- Failing to learn from Failure
- Letting others down
- People who skip leg day