Assignment Name: Persona Assignment
Group Name: Coding Cohort

Team Members who contributed: Chris, Hayley, Jacob, Eli

First Name	Last Name	Email
Hayley	Tinder	htinder@email.sc.edu
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Jacob	Blair	jwblair@email.sc.edu
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Careful Bobby

age: 24
residence: Bedford-Stuyvesant
education: High-School Graduate
occupation: Commercial Construction
marital status: Single

"Dislikes Steamed Spinach"

Hard worker, Loves Attending Events, Likes Dining Out, Love to Travel the World
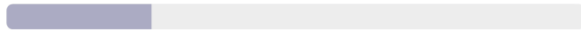
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Hard Work, Dedication, Steadfastness, Resolve

Needs

- Good Health, Self-worth, Safety, Freedom, Happiness, Justice for all

Values

- Honesty, Respect, Compassion, Bravery, Accountability, Generosity, Peace

Wants

- Live Music, Traveling the World, Italian Cuisine

Fears

- Destruction of the Earth

MOBILITY LABS

Joseph Brosef (Jacob Blair)

age: 21
residence: The Crib
education: "Undergraduate"
occupation: Professional Dude
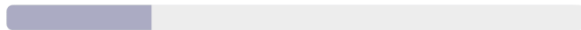marital status: Single and ready to mingle
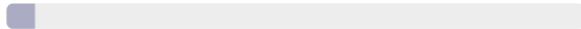
"The grind never stops"

The grind has no bedtime, you're not my mom... I'm always looking for the low down or the best spot to party, I mean study. You know, I would've gone pro in football if I didn't bust my knee senior year. It's not a real party if I haven't heard about it. I only have to have a 2.0 GPA? Say less...

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I have to spend the night somewhere other than my boring dorm. I PARTY HARD and never hardly party. In order to be successful in life I gotta hopefully survive college and land a great job at my father's factory. Each night has to be worthy of my story for my 2,196 people (The Joe Bros).

Needs

- I need to wakeup not knowing where I am or what I did last night.
- I need easy-to-understand things, like LEGOs.

Wants

- I want to know whats happening with all my peeps across Cola.
- I want a layout of everything, the last thing I want is to showup to some nerd's study session.

Values

- I value the grind.
- My privacy is of great concern to me, my parent's can't know what I do every weekend.

Fears

- I fear that I will never escape my father's shadow...
- But most importantly I fear a night where I go to bed before midnight!

Sarah Jones (By Hayley)

age: 18-20
residence: Columbia, SC
education: Currently pursuing Bachelor Degree in Business
occupation: College Student
marital status: Single

"Work hard, play hard, and don't forget to live in the moment"

Ava is a college student at the University of South Carolina. When she's not in class she's involved with her business club and social sorority on campus, and spends a lot of time hanging out with her group of friends. She enjoys going out occasionally during the week and on the weekends. She's currently single and is always looking to expand her network.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Needs to feel like she's able to stay connected with her large network of friends and be up to date on events occurring on campus.

Needs

- A way to connect with network of friends
- Security features to help validate legitimacy of events/hosts
- A calendar to help her visualize when events are so that she can more easily fit them into her schedule

Wants

- Simple and easy to use design
- A way to see events that are accessible to people within her sorority/organization/etc.
- See live ratings of events as they are happening so she doesn't have to waste money getting to events that she wouldn't necessarily enjoy

Values

- Ability to plan
- Having information at her fingertips
- Connecting with friends

Fears

- Fears that she may end up missing out on social events
- Worries about staying safe while going out at night

MOBILITY LABS

Gerald Stricktland by Eli Bryson

age: 34
residence: Chapin, SC
education: BA Electrical Engineering
occupation: Electrical Technician
marital status: Married for 5 years with 3 kids

"A day is best with a steak on the grill"

Once he gets home from work he loves spending time with his kids and neighbors

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
He wants to be able to spend time with his family and friends while advancing his career

Needs
- He needs to have place to keep track of upcoming events and where they are and who they're with
- He needs to be able to know when other people want to hang out or when his kids are having playdaytes

Values
- Values his kids happiness
- He feels that keeping up with his friends is important

Wants
- Wants to be able to have barbeques with the neighborhood and his friends
- He wants to be able to regularly have hangouts with his family and friends without much planning hassle

Fears
- Fears that he won't be able to keep track of what all 3 of his kids need
- Worried that he won't be able to find time for his friends between being a parent
- Makes sure to keep his wife happy

MOBILITY LABS