Assignment Name: Personas
Group Name: Close-Hipp Elevators

Team Members who contributed:

First Name	Last Name	Email
Matt	Linder	mclinder@email.sc.edu
John	Flowers	jwf8@email.sc.edu
Spencer	Goldfine	goldfis@email.sc.edu
Shawn	Tan	sktan@email.sc.edu
Amaura	Burgess	Amaura@email.sc.edu

Guy Lucas by Spencer Goldfine

age: 20
residence: Chicago
education: Highschool Degree
occupation: Influencer
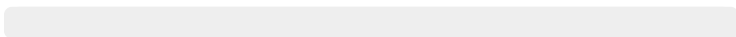marital status: Single

"We go jim"

He spends 90% of his day in the gym making TikToks for his 20 followers. He thinks he is the greatest thing since sliced bread, and can be rude to people due to this complex.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He needs an empty gym with room to record to feel successful.

Needs

- Protein
- Caffeine
- Creatine
- Tren
- More Tren
- A lot of mirrors

Wants

- More followers
- Posing lessons from pro bodybuilders (for free)

Values

- Buff men
- Preworkout
- Gymshark

Fears

- Losing Followers
- Having a bad workout
- Getting told to put his shirt on in the gym

MOBILITY LABS

Bob Butts by John Flowers

age: 26-248 years young
residence: Florida
education: Middle School
occupation: Lemonade Stand
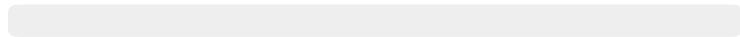marital status: Divorced with 2 adopted children

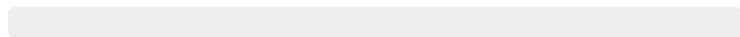*"Never interrupt your enemy when they're making a mistake"*

He doesn't know much about the modern world, but loves the taste of fried food. He hasn't learned how to walk so he crawls everywhere this makes his time valuable as if he doesn't time his day well he can be very late.
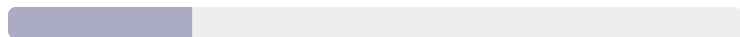
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

No sore throat
A slightly cold day with a bright sun

Needs
- Fried food
- Gasoline

Wants
- Log cabin
- A wooden shield

Values
- Back flips
- Simplicity

Fears
- Traffic lights
- The moon
- Cursive

MOBILITY LABS

Mime me By Amaura Burgess

age: 30-43
residence: Georgia
education: Undergraduate
occupation: A mime
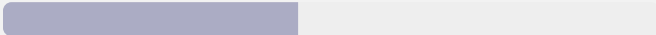marital status: Married/ 2 kids

"Never fall to far in life "

He spends majority of his day going through YouTube. He finds watching other mimes as a challenge.
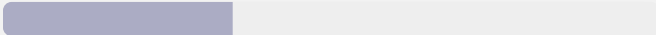
Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
- •For there life to not fall apart.

Needs
- •Drinks
- •More friends
- •Social Media

Wants
- •Skittles
- • Muscles

Values

- •Personal space
- • His outfit

MOBILITY •LABS

Fears

- • Kids
- •Clowns
- •Other mimes

Bill Jacobs, by Shawn Tan

age: 30
residence: Austin, Texas
education: Bachelor's degree
occupation: Software engineeer
marital status: single

"Time is precious, so don't waste it"

Bill works from home due to a leg injury. He often orders food outside to avoid cooking at home. He likes to plan out his days to get the most out of each one and lose as little time as possible.
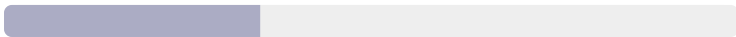
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He likes to keep his life organized whenever he can. In order to feel successful he needs to feel like he has everything planned out for the day.

Needs

- Easily accessible buildings (wheelchair accessible, automatic doors, etc.)
- Quickly prepared food

Wants

- not have to wait in a long line before ordering food.

Values

- Organization
- Planning

Fears

- wasting time
- inclines and stairs

MOBILITY LABS

Ben Morrow - Matt Linder

age: 18
residence: SUNY Binghamton, NY
education: High School
occupation: On Campus Librarian
marital status: Single

"I need an on-campus Burger King"

Spends day and night studying for his calculus exams.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Ben needs to feel as if everything he does is optimized to the fullest extent.

Needs

- Quick Service
- Cheap Products

Wants

- Fast Loading Speeds
- Easy to Navigate
- User Friendly

Values

- Intelligence
- Efficiency

Fears

- Wasting Time
- Spending Money
- Getting Bad Grades

M●BILITY LABS