CSCE 190

Assignment Name: Personas
Ominous Otters: CSCE 190-001 Group #

Team Members who contributed:

First Name	Last Name	Email
Rae/Sara	Jones	sej15@email.sc.edu
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Marcella Goods - Kelly Thao

age: 26

residence: Columbia, South Carolina

education: Bachelor of Science in Nursing

occupation: Nursing

marital status: Single mom, with 2 kids

"I just don't have the time..."

Raising 2 kids and running errands is all that consists of her free time. This hard working single mom is always on the go and can barely catch a break for herself.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Marcella is always on the go and never have time for herself. The best we could do is to provide her with a fast and efficient way to finding the right pants. This way she can accomplish her goals with ease!

Needs

- Needs a pair of comfy pants
- A babysitter
- A vacation

Wants

- A fast and easy way to find pants
- To save money
- A pants just as comfortable as her scrubs
- A break from everything

Values

- Having a routine and being organized
- Being efficient
- Saving money
- Her family

Fears

- Going to customer service to return items
- Wasting money
- Child services

MOBILITY LABS

Lotte Anne

age: 25
residence: New York, New York
education: High School
occupation: Social influencer/ Youtuber
marital status: Single no kids

"Make sure to like and subscribe and turn on the bell!"

Lotte is a up and coming fashion Youtuber that loves fashion and all things social media! Shes always up with the trends and will never back down from getting the most likes. No matter how far and wide she has to get the newest clothes.

Comfort With Technology

INTERNET

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Criteria For Success:

She needs views on her YouTube and likes on her Instagram posts. She likes to review and get on the newest trends.

Needs
- To become famous
- To be able to upload daily on her YouTube channel
- Get on New York fashion week

Wants
- The newest Jeans even the ones from Europe fast and her size
- To get many views on her video's from reviewing things before anyone else

Values
- Quick content
- Getting to things first
- Knowing what she's getting before hand

Fears
- A trend passing her before shes able to get the clothing item
- Not being able to know what size she is in one brand to another

Wisteria Holmes

age: 32
residence: Ayden, NC
education: B.A. in English
occupation: Writer
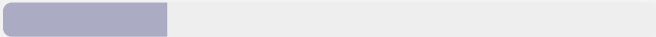marital status: Single

"Treat yourself"

Wisteria loves working on her books and spend her downtime online shopping.

Comfort With Technology

INTERNET

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SOCIAL NETWORK

Criteria For Success:

She feels best when things go to plan.

Needs

- She needs everything around her to function smoothly
- She needs a good balance of fun and work to be creative
- Her hobbies, like shopping, need to be relaxing

Wants

- She would love to be able to shop as effectively online as in person
- Both her work and fun functioning on laptop and phone is ideal for her

Values

- Functionality
- Aesthetic

Fears

- Anxiety about things going wrong
- Scared of negative social interaction

Sofie Patel - Meghan Taylor

age: 21
residence: Baltimore, Maryland
education: B.A. in Marketing
occupation: Retail Associate at Target
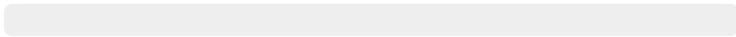marital status: Single

Gaslight, gatekeep, girlboss

Sofie is a student studying marketing as it relates to one of her favorite activities: Thrifting! She spends most of her days at Goodwill and any other thrift store with good clothes and cheap deals, and then she turns around and sells them on Depop. She is a sucker for finding a good deal and perusing the clearance rack, and then making a profit when she sells.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

She feels most successful when she can make an easy profit after a long, hard day of thrifting.

Needs
- Money (for thrifting)
- Free shipping
- An easy way to list her thrifted finds online with accurate information

Wants
- To be a famous Depop seller
- Iced coffee

Values
- Hard work that pays off
- Convenience and accuracy
- Aesthetic clothing for low prices

Fears
- Spiders
- Failing her Accounting class
- Getting banned on Depop

depop