

# John Johnson - By Andrew Davison

age: 27

residence: Columbia, South Carolina

education: Graduate Student

occupation: Working at Moe's to pay for college

marital status: Single



*"Work hard, play harder."*

John loves to be busy, whether working at Moe's or doing his schoolwork. He loves meeting new people and hanging out or doing cool things with them.

## Comfort With Technology

INTERNET



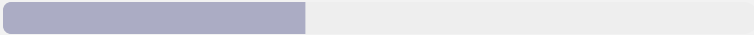
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Needs to find a fun group of people
- To learn to relax

## Values

- He values hard work
- He can also value people that can both have fun and manage their work at the same time

## Criteria For Success:

Wants to finish his graduate degree and find a well paying job. He also wants to meet a girl, while in grad school.

## Wants

- Wants to finish grad school
- Wishes to find a great job after school
- A girlfriend

## Fears

- Fears he spends too much time working and not having fun
- He won't find a good job out of college
- Dying alone

# Joe Mama - By: Colson Carey

age: 19

residence: SC, Columbia

education: College Student

occupation: Student: Broke

marital status: Single with side chicks



*"CHUG! CHUG! CHUG! CHUG!"*

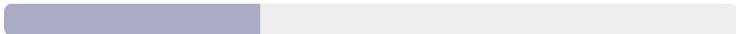
Joe loves to spend every night partying and keeps up with school by day. His busy schedule along with the rockstar lifestyle keeps him busy with events all the time.

## Comfort With Technology

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## Criteria For Success:

- + Joe wants to succeed in school so he doesn't have to go live with his parents.
- + Partying is a big priority for Joe, and he wants his time in college to be memorable.

## Needs

- Enough time in the week to do schoolwork
- Easy access to parties throughout the week
- Extra help with certain subjects in school

## Values

- Physical strength
- Body count
- Alcohol tolerance

## Wants

- Easy access to parties
- Options for meeting with TA's and SI leaders

## Fears

- Failing out of school and having to live with his parents
- Not meeting social standards and not being cool enough for everyone

# Amon Gus - by Noah Pawlucy

age: 26

residence: Charleston, South Carolina

education: Bachelor's Degree

occupation: Electrical Engineer

marital status: Single



*"I will help facilitate the greatest project we have ever seen"*

Spends his day completing objectives with his peers, but can grow nervous around them if they act in ways that he is not prepared for. He is very attentive and will often accuse others of wrongdoing if he feels that they have not been productive.

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## Needs

- Often suspicious of his peers, needs to feel that he can trust them
- Needs a concrete schedule, all potential changes must be given to him as soon as possible

## Values

- Having a good work ethic
- Trustworthiness
- Organization

## Criteria For Success:

In order to feel successful, Amon Gus needs a clean, organized to-do list and an organized schedule. He must also feel a sense of belonging when around his peers. It is difficult for him to socialize if these requirements are not met.

## Wants

- To contribute to his community
- To finish his to-do list while still maintaining his social life

## Fears

- Someone ruining his hard work
- Feeling alone
- Not completing his goals

# John Smith - By: Ayush Patel

age: 18

residence: East Quad , Columbia, South Carolina

education: High School

occupation: Student at USC

marital status: single

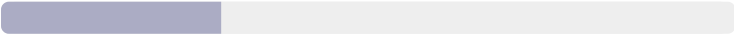


## Party, sleep, repeat

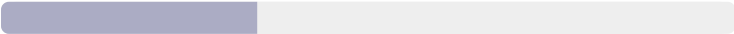
Usually wakes up at about 1 pm, and skips class on Thursdays, and Fridays. Is rarely sober, and has never woken up in his own bed.

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MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

- +Wants to party as much as possible and wants to meet girls.
- +Wants to graduate eventually
- +Get rid of his nicotine addiction

### Needs

- Help to get into a frat
- Help meeting more girls
- Help to improve his grades in class, without doing any work.

### Wants

- Wants a dating app that has lots of girls
- Wants things to do on Monday nights
- Looking to meet people in his building

### Values

- Can shotgun two beers at once
- Body counts
- Can have fun anywhere
- Is six feet tall

### Fears

- Fears his grades will get him kicked out
- Doesn't want to lose his scholarship
- Doesn't want to be alone at night

# Chad "Sigma Male" Guy - By: William Wenshu Novak-Condry

age: 50

residence: Columbia, SC

education: P.H.D in Mathematics

occupation: Teacher at USC

marital status: Married with two kids



*"Just vibing"*

Very organized

Likes very functional things with high skill gaps

Laid back but likes efficiency

Very busy with research so wants the TAs to do a lot of work

Loves interacting with students

Sponsors some academic clubs

Very caring Father

Loves classical music

## Comfort With Technology

INTERNET



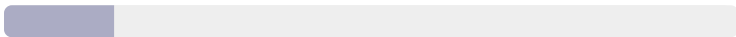
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## Criteria For Success:

>Functional Application that does everything he wants easily

> Very easy to use app so he can spend time with his kids

>Easy communication with TA's if any problem occurs

## Needs

- Easy to use interface
- Automatic Scheduling
- Contact information
- Attendance Tracker
- Club Advertisements
- Location Markers

## Wants

- Auto Organizer/Dashboard
- Filters
- Concert Pop-ups

## Values

- Organization
- Fast/Smoothness
- Planning for the Future

## Fears

- Forgetting an important deadline
- Not Teaching to the best of his ability
- Losing his kids

