

Assignment Name: Personas

Group Name: Saving ourselves for marriage

Team Members who contributed:

First Name	Last Name	Email
Jackie	Bothe	jbothe@sc.email.edu
Merico	Arambulo	ARAMBULO@email.sc.edu
Jordan	Wood	jcw43@email.sc.edu
Thomas Schrank	Schrank	tschrank@email.sc.edu

# Chad Brosman- Jackie Bothe

age: 22

residence: columbia

education: usc student

occupation: full time student

marital status: tinders open for buisness



*no pain no gain and i'm all about gain*

gets swole goes home. every second not spent getting swole is wasted time

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

finding the gym when it's buzzing but not over-flowed

## Needs

- gym should never have lines or waits for equip

## Wants

- gym should never be completely empty
- female audience is a plus
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## Values

- muscles
- ladies
- time is money

## Fears

- app is lagged and says the gym is free and commute was wasted time
- losing swole
- people in the background of swolefies
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# Demetrius Bartholemew James III Jr. -Thomas Schrank



age: 33  
residence: Columbia, SC  
education: Bachelors Degree (BA)  
occupation: Business Owner  
marital status: Single | No children

*I think that life is what's made of what life is but not what life's made of*

Demetrius Demarcus Barholemew James III Jr. has a good paying job with reliable and dependable coworkers. He likes art, golf, and GAINS.

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## Criteria For Success:

When there's pain, there's gains

## Needs

- Must see results.
- Needs pre-workout and meal prep

## Wants

- Encourage others to get those gains and follow their dreams

## Values

- Reliability, creativity, drive

## Fears

- Failure
- Losing gains

# Mary Chu - Jerico Arambulo

age: 19

residence: Arizona

education: Highschool Degree

occupation: Manager at Chipotle

marital status: Single



*"Work hard play hard"*

Works from home and plays with her cat

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## Criteria For Success:

Being productive everyday and not wasting time.

## Needs

- Time management
- Carefully prepared schedule

## Values

- Alone time
- Working hard

## Wants

- Get into shape
- Be more active

## Fears

- Highly populated crowds
- Communication in public
- Public anxiety

# Oliver Otis - Jordan Wood

age: 21

residence: Columbia, South Carolina

education: Bachelor in Business

occupation: Student Athlete

marital status: 2 baby mommas



*"Who do you think you are? I am!"*

Entire personality is about how he can squat 600 and bench 450. Everyone tells him to stop, but nothing can stop the beast.

## Comfort With Technology

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## Criteria For Success:

Success doesn't start anywhere, except for in the gym.

## Needs

- Creatine
- To show you how much progress he has made in the past week

## Wants

- The bench machine all to himself
- Females
- The biggest muscles imaginable

## Values

- Leadership
- Strong willpower

## Fears

- He will lose all of his progress
- Fast food



