

## CSCE 190

Assignment Name: Persona

Group Name: CSCE 190 “Jackson 5”

Team Members who contributed:

First Name	Last Name	Email
Thomas	Davis	trd7@email.sc.edu
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Marshall	Pitts	pittsmc@email.sc.edu
Andrew	Koch	amkoch@email.sc.edu
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# Chad Brewski (Andrew Koch)

age: 18-22

residence: Columbia, SC

education: College

occupation: Business

marital status: Single

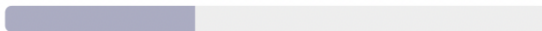


*"Ferda"*

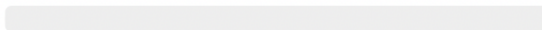
Chad is failing all of his classes. His fraternity requires that he keeps a 2.5 GPA, and the last thing he wants is to be dropped. Chad wants to run for president next semester, and he needs a way to find a study group so he can get his grades up.

## Comfort With Technology

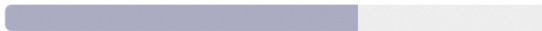
### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Chad needs at least a 2.5 GPA to feel successful.

## Needs

- A 2.5 GPA
- Someone to teach him supply and demand

## Values

- Cracking open a cold one with the boys
- The brotherhood of his fraternity

## Wants

- To be president of his frat

## Fears

- Being dropped
- The IFC
- Failing his economics exams



# Mike O'Connor (by Thomas Davis)

age: 20

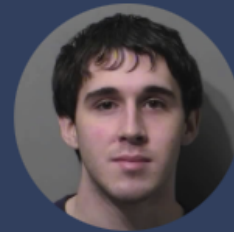
residence: Columbia, SC

education: BS in Neuroscience

occupation: Full-Time Student

marital Single

status:



## "Study for success"

Spends most nights studying, possibly pulling all-nighters in order to maintain his 4.0. Mike enjoys spending time with friends, particularly in the library during the school week. He's very intelligent, but tends to procrastinate.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Mike needs to maintain his 4.0 to feel accepted and validated by his parents and his peers

### Needs

- A study group of likeminded, motivated students
- A quiet study environment
- A 4.0

### Wants

- A girlfriend
- A high paying job after college

### Values

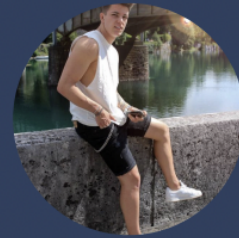
- His education
- His family and dog
- Chegg

### Fears

- Losing his scholarship
- Getting below a B
- Girl in his Biology class

# Brad Smitty (Marshall Pitts)

age: 18  
residence: Columbia, South Carolina  
education: College  
occupation: Unemployed, Full Time Student  
marital status: Single



## *"Two is Better Than One"*

He is a Frat kid that spends their day-to-day partying and missing his assignments. He feels he desperately needs the help of others. Not a very smart guy, yet excels in a group setting due to his soft skills.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Maintain a 3.5 for his scholarships

### Needs

- A Study group that can assist with his work

### Wants

- All As as a result of his study group
- People that he can relay on

### Values

- Great social skills
- Great problem solving
- Fharismatic
- Charming
- Funny

### Fears

- Failing school because he has no help



# Timmy by Alex Lacson

age: 18-22

residence: Columbia South Carolina

education: High School Diploma

occupation: Student

marital status: Single



*A quote from to help define their voice and personality.*

Timmy is your average, everyday student. He is taking 15 credit hours in the school of engineering and is looking for friends to start a study group with.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To graduate with honors

## Values

- good morals and honesty

## Criteria For Success:

Timmy wants to do the best he can to his ability in all of his classes and aims to get above a 3.5 GPA. While doing this, he balances it out with a healthy social life.

## Wants

- Wants to have a healthy social life and make friends with people in his classes

## Fears

- Fear of failing classes
- Fear of not making new friends
-

# Timothy Pole (By Abi Satti)

age: 20

residence: Columbia, SC

education: In College

occupation: Full-Time Student

marital status: Single



*"Never give up"*

Timmy is a second year student at USC and is majoring in Mechanical Engineering. He is a very intelligent young student, but he sometimes has trouble properly applying himself.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Timmy believes that in order to be successful in life, you must have good grades and build up a good resume. Friends are for losers.

## Needs

- Good Grades
- Sleep
- Food

## Wants

- Good Grades
- No friends
- Money

## Values

- Getting good grades no matter what

## Fears

- Having friends
- Not being rich in the future
- Bad grades