

Assignment Name: UofSC Food Problem Personas

Group Name: Plankton and the Patty Stealers

Team Members who contributed:

First Name	Last Name	Email
Gavin	Orme	Gorme@email.sc.edu
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Jared	Hair	hairjd@email.sc.edu
Lia	Zhao	liaz@email.sc.edu

Last one by Gavin Orme

Patrick Smith

age: 21

residence: Columbia, SC

education: High School

occupation: Student

marital status: Single



"Out the way, I'm late"

Patrick Smith is a third year college student who is always running to class because he never wakes up on time. He constantly skips meals and classes because of his poor time sleep schedule.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Getting to class not 5 minutes late makes Patrick feel good about himself.

Needs

- - A quick way to see what food is available near him
- - A faster way to get to class
- - More than four hours of sleep

Values

- - A good late night movie
- - Playing video games at night
- - A nice meal while he is doing these two things

Wants

- - An electric bike
- - More sleep, less class
- - More late night snacks

Fears

- - 8 AM classes
- - Assignments due in the morning

Chad Brunswick (Jordan Fowler)

age: 24

residence: Columbia, SC

education: Sixth-Year Finance Major

occupation: Family "Business"

marital status: Multiple Girlfriends



"I'm self-made. I swear"

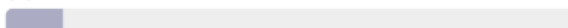
Chad is a sixth-year finance bro at the University of South Carolina. Somehow he is a part of the sorority. AKO. He is entitled to a trust fund, so he is not worried about money. He plans on working under his dad's company once he finally passes business calculus.

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SOCIAL NETWORK



Criteria For Success:

He wants his dad to say "I love you"

Needs

- Constant checks from his Dad
- Beers with the boys
- Frat Lots

Values

- How long can you do a Keg Stand
- Favorite Sports Teams (All sports)
- POLO shirts and Khaki pants quality

Wants

- Love and Appreciation
- Respect
- An "A" in Business Calculus

Fears

- Not graduating college
- Not liking anything at a restaurant
- Eating alone



Glenda Johnson (Donovan Williams)

age: 41

residence: Columbia, SC

education: High School

occupation: Cafeteria Director

marital status: Single, with two kids

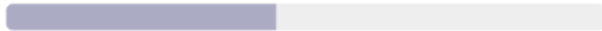


"Have another plate of food, sugar"

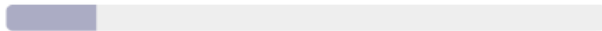
Glenda Johnson is a mother of two that works in the dining hall at the college of UofSC. She wants to make sure she provides for the students at the school as well as her own kids.

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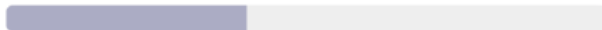
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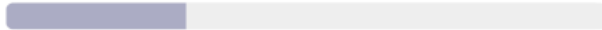
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Making sure everyone that walks in the cafeteria is satisfied when they leave.

Needs

- Stable income for her family
- An easy way to show the menu of the dining hall

Wants

- See her kids go to UofSC in the future
- Some time off to relax
- A promotion

Values

- The needs of children
- A nice meal

Fears

- Not providing for her children
- Students leaving hungry because there is no food they can enjoy

Katie Zheng (by Lia Zhao)

age: 18
residence: Guangzhou, China
education: High School Diploma
occupation: Student, college content creator
marital status: Single



All I need is sleep and good food.

Katie is an international student who lives on campus. She has a decent following on YouTube and her various social media platforms. Her content is mainly centered around study tips and lifestyle (that she shows in her vlogs). This makes life as a student quite busy for her. As a marketing major, she runs from class to class whilst recording her day-to-day life. In her spare time, she loves to explore the city of Columbia, try new food, and hang out with her friends.

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SOCIAL NETWORK



Criteria For Success:

Is able to improve/learn from mistakes, be able to meet her personal expectations

Needs

- Peace within her life
- Goals to work towards
- Good work-life balance

Values

- Being honest and sincere with everything she does
- Quality time with friends and family

Wants

- More breaks and holidays
- Financial stability
- Places that remind her of home
- Better equipment for content creation (cameras, lighting, editing software, etc.)

Fears

- Getting lost in a foreign place
- Heights
- Disappointing her loved ones

Dr. Micheal Peter

age: 42

residence: Columbia, SC

education: Doctorate in computer engineering

occupation: Professor

marital status: Divorced



"If it's not broke, don't fix it"

Dr. Peter spends his days teaching students at Swearingen code they don't understand. He is recently divorced causing him to go into depression where he spends his time drinking and eating.

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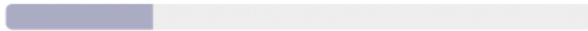
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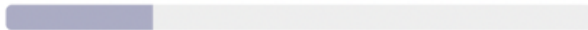
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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

His wife to come back to him.

Needs

- - To find a new woman
- - To go to a restaurant and then bar after teaching
- - Eat a pint of ice cream at night

Values

- - His one app that did well
- - A good burger

Wants

- - His wife or a new woman to marry him
- - A bottle of vodka
- - To challenge his divorce papers

Fears

- - Playing sports
- - Not getting enough money for his drinking problem