



### **Target Audience**

The Shazam! FitPlayer is targeted to computer-savvy individuals with some college education, 20 – 36 years old, who are committed to personal fitness. These Fitness Fanatics, or FitFans, have their own personal computer—probably a laptop with wireless Internet access—and own an MP3 player; they enjoy spending some spare time at a favorite coffeehouse surfing the Internet or meeting with friends.

### **System Requirements**

Macintosh	Windows
<ul style="list-style-type: none"><li>• 1.7 GHz i7 processor or better</li><li>• At least 2 GB RAM</li><li>• At least 2 GB of available disk space</li><li>• One available USB 2.0 port</li><li>• Display capable of at least 1024x768</li><li>• DVD-ROM required for reading CDs</li><li>• Current Mac OS X</li></ul>	<ul style="list-style-type: none"><li>• 7<sup>th</sup> Gen Intel Core i3 or better</li><li>• At least 2 GB RAM</li><li>• At least 2 GB of available disk space</li><li>• One available USB 2.0 port</li><li>• Display capable of at least 1024x768</li><li>• DVD-ROM required for reading CDs</li><li>• Current Windows version</li></ul>

## Maxwell



- Gender: Male
- Age: 33
- Occupation: Architect
- Education: Master's degree
- Computer experience: extensive on PCs, uses CAD
- Computer/s owned: Dell Latitude D600 wireless laptop, Dell desktop w/ 17" monitor
- MP3 player: Sony Network Walkman NW-HD1
- Screen size: 1280x854
- Country/language: US, English
- Disability: none
- Hobbies: running, hand carving wooden toys
- Favorite brew: Espresso, on the rocks

Maxwell, a serious athlete, is training for a marathon. He runs an average of 15 miles per day, usually in two or three sessions. As he plans his marathon training, he will work up to longer runs, and will use professional training techniques to achieve his fitness goals. His workouts start with a 15-minute warm-up walk that starts slowly and every five minutes, speeds up about 1 mph, followed by a run he has planned to advance his goals, and completed with a 30- to 45-minute cool-down walk and stretching session.

Maxwell is a partner in a small architecture company, and when he is in the office, he is able to listen to music at his work computer. His client meetings sometimes require travel within the US, and his business trips are usually about 3 days in length. On business trips and under ordinary circumstances, Maxwell sometimes works remotely, having an iced espresso at a chic downtown coffeshop and listening to his music with headphones, played from his laptop. He shares his music library between his home, work, and laptop computers as well as his MP3 player.

Maxwell needs to be able to create a fully customized FitList training program for a complete training regimen, with workout ramping and longer warm-up and cool-down sets than most FitFans. Maxwell is considerably more adept in computer usage than the average consumer, and as one would expect of an architect, wants to control every detail of his carefully-planned training program.

## Kelly



- Gender: Female
- Age: 26
- Occupation: Online journal editor
- Education: Bachelor's degree
- Computer experience: life-long Mac user, makes above-average use of Acrobat Pro, word processor features
- Computer/s owned: Apple PowerBook G4, 15"
- MP3 player: green second-generation Apple iPod mini
- Screen size: 1280x854
- Country/language: US, English
- Disability: none
- Hobbies: ikebana, cross-country skiing, geocaching
- Favorite brew: honey-sweetened jasmine green tea

Kelly is in the third trimester of her first pregnancy. She is normally very physically active, enjoying adventuresome hobbies like geocaching and cross-country skiing. Right now, however, she needs to restrict her exercise regimen to low-impact activities that emphasize flexibility in preparation for natural childbirth.

Kelly is an editor of an online journal and works from home. She uses a Mac laptop computer exclusively, and spends a lot of computing time online, reading and annotating PDFs, or engaging in expert-level word processor use. Kelly did not invest in extra RAM for her PowerBook, so she does not like to run a music player off her hard drive as it slows the performance. Instead, she listens to music on her iPod mini while she works, sometimes connecting the mini to her laptop with its firewire cable to recharge the mini while she uses it. Kelly is generally uninterested in constructing her own music playlists, preferring to listen to music by genre or by predefined playlists.

Kelly meets with friends weekly at her local tea room, which offers wireless access. The tea room's atmosphere is pleasant and she often lingers, working remotely on her laptop, after her friends have gone.

Kelly needs a few standard, out-of-the-box low-impact FitLists for activities like walking, T'ai Chi, and yoga.

## Jared



- Gender: Male
- Age: 20
- Occupation: Loan processor
- Education: Associate's degree
- Computer experience: comfortable with PCs, does a lot of data entry
- Computer/s owned: Older Gateway desktop PC
- MP3 player: iRiver IFP-790
- Screen size: 896x600
- Country/Language: US, English
- Disability: obesity
- Hobbies: Dungeons & Dragons, getting into philosophical discussions at coffeehouses
- Favorite brew: This week's special large, sweet, creamy, flavored, fancy beverage

Jared wants to lose weight and get in shape but has never been physically fit. He works for a loan company, processing loans in an entry-level position, so he spends his whole day in front of a computer. He is allowed to listen to music at work, though he cannot download a music player or library onto his work computer, so he enjoys his custom playlists on his MP3 player.

Outside of work, Jared likes to gather at coffeehouses with fellow Dungeons & Dragons players and loudly argue philosophy with a great big gooey coffee drink in hand. Jared mostly uses the Internet to find other D&Ders and download shared music files, but has also been looking at health information recently because his doctor has ordered him to loose weight. Jared really doesn't know how to go about being physically active, and is not good at long-term planning. He is looking for an easy way to start exercising, but needs to start very slowly and work his way up.

In addition to changing his diet to consume exclusively Subway products, Jared needs a FitList daily training program to help him meet moderate but progressive exercise goals.

## Nora—dance instructor



- Gender: Female
- Age: 28
- Occupation: Latin dance instructor
- Education: Bachelor's degree
- Computer experience: some PC skills, but more comfortable on a Mac; uses computer primarily for email and compiling dance class music mixes
- Computer/s owned: Mac iBook 12", with accessory speakers
- MP3 player: black iPod nano, with dock and line out to powered speakers
- Screen size: 800x600
- Country/language: US, English, Spanish
- Disability: none
- Hobbies: ESL volunteer tutor, organizes annual Cinco de Mayo fiesta for her parish
- Favorite brew: medium latte made with skim milk and one packet of Sugar in the Raw

Nora is a Latin dance instructor, giving private lessons and teaching classes through her local community rec & ed program. She is active in her community and takes her iBook with her to meet with her fiesta planning committee at a neighborhood coffeehouse from December through April to prepare for Cinco de Mayo festivities.

Nora is not a heavy computer user, but relies on email to assist in activity planning. A recent investment in an iPod nano with appropriate accessories now allows Nora to compile custom mixes for dance classes and carry much less equipment to the community center where she teaches. Additionally, the MP3 player capabilities better support her needs as a dance instructor than cassette or CD-based music. She can use GarageBand to cut tracks into chunks for teaching, and wants to compile them into progressive play lists so that all she needs to do is pause the music between repetitions of dance sections.

Nora needs a FitList that allows her to repeat the same track several times for dance rehearsal. She also needs warm-up and cool-down lists to help her dancers maintain their joint health. Nora also wants to create FitLists with medium-tempo Latin music that will make good practice sets for her students, and burn them to CD for in-class distribution.