

# Bradley Kurt by Cooper Snyder

age: 62

residence: Philadelphia, Pa

education: High School

occupation: Union Electrician

marital Single with two kids and an ex wife

status:



*"If you ain't first, you're last."*

After a long day of working in the field Brad likes to get his mind off of things by going to the gym. Brad has been consistently going to the gym since he was 20 years old.

## Comfort With Technology

### INTERNET



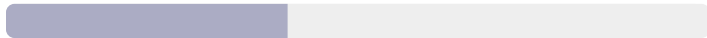
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Receiving his union pay checks, spending money on his hobbies like cars, going to the bar, and going to the gym every day.

## Needs

- An app where Brad can track his progress in the gym.
- To continue to workout in a competitive setting

## Wants

- An easy to use app that he can compete with others while tracking his gains.
- To prove to himself that he's better then everyone by being at the top of the leader-boards on the app.

## Values

- **Looking bigger than everyone in the gym**
- **Using performance enhancing drugs to get there.**

## Fears

- **That age will make him lose his body building physique**
- **Women won't find him as attractive if he loses his body builder physique.**



# Clarence Chad

age: 19

residence: SC

education: University Student

occupation: Student

marital status: Single



*"I love to engage in physical activity!"*

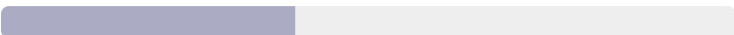
A quick summary of behaviors and practices like how he/she spends their day.

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## Criteria For Success:

Physical activity helps to relieve stress and depression; engaging in physical activity helps with my overall mental state.

## Needs

- Something to help keep track of my physical activity.
- A community to share and engage in physical activity.
- Friends who are willing to engage in the gym or sports.

## Wants

- Something to help with my motivation for engaging in sports, working out, cardio, or any form of physical activity.
- More members to engage in physical activities with.
- A platform where sharing gym or sports achievements.

## Values

- A community where physical engagement is the main priority.
- Motivation for sports, working out, or cardio.

## Fears

- A lack of motivation for physical activities.
- Overcrowded gyms.



# Drew Jones, by Colin Cotter

age: 35

residence: Raleigh, North Carolina

education: Masters Degree in Marketing

occupation: Marketing Director for The IBM NC Branch

marital status: Engaged but no kids



*"Just try to get 1% better each day"*

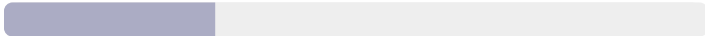
Drew spends most of his day at the office but when the work day is over he likes to spend time with his fiancée Shelia and runs a food blog online that reviews popular restaurants in Raleigh.

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## Criteria For Success:

Creating new Market Strategies to maximize profits for his company, quality time with his fiancée, and creating blog posts for his food review website.

## Needs

- Internet Access for his job
- Frequent Medication for health issues associated with his weight

## Wants

- Drew wants to lose weight for his upcoming wedding.
- He has been experiencing fatigue and sore joints as a result of his unhealthy lifestyle and wishes to fix these ailments.

## Values

- Working hard
- Supporting the people he cares about

## Fears

- Being overweight at this wedding in front of his friends and family
- Dying of heart disease



# Jackie Purnell

age: 43

residence: Charleston, SC

education: Bachelor of Arts in English

occupation: 4th Grade English Teacher

marital status: Single mother with 3 kids

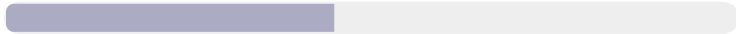


*"there are no mistakes just happy little accidents"*

Jackie likes to start her day with a heaping hot cup of coffee on her way to Dorchester Elementary School where she teaches her 4th grade English class. After school she takes her two kids that attend DES over to their grandparents house where her youngest child was waiting as she drops them off in order to find some alone time to focus on herself.

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## Criteria For Success:

Jackie loves her children but its also very important to her that she is able to find some peace and quiet throughout the day

## Needs

- she needs motivation to keep up her healthy habits
- a way to socialize within her community and find ways to keep getting out

## Values

- time management
- living a healthy lifestyle
- spending time with her family

## Wants

- a way to keep in touch with her community
- a way to track her athletic progress

## Fears

- not being able to work around her busy schedule
- losing her positive body image

# Jacob Casey, by Matt Hughes

age: 14

residence: Fort Worth, Texas

education: Entering High School

occupation: Allowance

marital status: Single



*"Video games are life"*

When he is not in school, he is usually doing homework, eating snacks, or playing video games. He has a group of friends that

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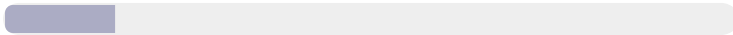
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- -A way to keep track of his activity time and what he eats
- -Something that will motivate him to get out of the house

## Values

- -Working hard at things he enjoys
- -Spending time with friends(online or in person)

## Criteria For Success:

He understands he is living an unhealthy life and wants to get into better shape. However, he does not want to give up all of his video game time in order to better his life.

## Wants

- - To live a healthier life
- - Lose some weight

## Fears

- -That his unhealthy habits might prevent him from accomplishing everything he wants in life
- -That changing his habits will take away his time to play video games with friends