Name

age: 20

residence: Columbia, SC

education: High School Degree

occupation: Student at university

marital status: Single

This is John, He is a student currently enrolled at UofSC and lately he's been trying to lose weight but the cafeteria's lack of nutrional facts make this difficult for him

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

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- These should be required
- This might be Spanish localized content
- Support from higher ups

Wants

- Wants are something that is not required but delights
- This might be the holy grail feature
- It delights him or her with its simplicity or completeness

Values

- Qualities that he or she values
- High level planning is an example

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear

MOBILITY LABS

David Gaggins

age: **19**
residence: **South Carolina**
education: **College Student**
occupation: **Student**
marital status: **Single**

Train Hard

Outside of school David likes to lift weights and train. He spends hours a day working out and he also likes to party.

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Criteria For Success:

He needs to do well in his school but most importantly he needs to see progress in the gym. He wants to get stronger and bigger.

Needs
- Food
- Gym

Wants
- Anabolic Steroids
- More muscle

Values
- He values a hard work ethic
- His health is very important

Fears
- Being weak and small
- women

MOBILITY LABS

Dillion Lee

age: 18-25

residence: Colombia, Sc

education: pursuing college degree

occupation: entry level job

marital status: single

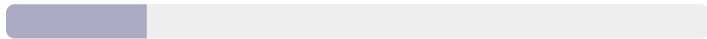## "Trying to start my weight loss journey"

getting school work done and hanging out with his friends

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

living life to the fullest, being comfortable

Needs

- A stable income
- healthy lifestyle

Wants

- Having fun
- lifting heavy weight

Values

- health
- a good time

Fears

- loneliness
- being unhealthy
- unemployment