

PERSONA: Anthony larsen

WHEN: Fall 2017

WHERE: Rutgers-Newark

THINK "This fitbit is a real life saver"

DO Anthony continues his typical running routine and route but goes to the gym more days than he runs now.



FEEL

- Good mood
- curious about new running routes.
- Slightly bored with his running routine.

SITUATION: Anthony got a new fitbit last holiday season as a gift. He uses it all the time and loves that he can keep track of his vitals and how much he's ran or walked throughout the
day. He doesn't use his laptop much though and would like to see a better gps map of
his route.