

Bob Duncan

age: 20

residence: Columbia, SC

education: College student

occupation: Student athlete

marital status: Single

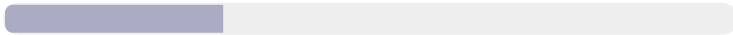


"Plays football"

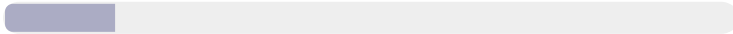
A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Be healthy

Needs

- Needs to drink more water
- Needs more practice

Values

- A healthy lifestyle

Wants

- To be a pro football player
- To be a college graduate

Fears

- Being unhealthy and not be able to play