

# Naomi Suzuki

age: 18-25

residence: State, city, or even neighborhood

education: High School

occupation: Full time Student

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

University student who is trying to live healthy while also trying to save money.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Simple healthy recipes
- A list of exercises that they could use

## Values

- Simple System that allows for easy configurability

## Criteria For Success:

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

## Wants

- A relative pricing per ingredient
- A configurable workout plan
- Guides to creating a effective diet
- Workouts that

## Fears

- Data leaks