

# Bob Mack

age: 25- 30

residence: State, city, or even neighborhood

education: bachelors

occupation: Accountant

marital status: Married, single, with kids, without



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

Works many hours and tries to make time to workout efficiently, while also making time for personal interests.  
also wants to eat healthy and wants to maintain their weight.

## 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

- Track calory intake
- Track workout efficiency
- What nutrients you need for the day

## Values

- Interface and accessibility.
- Simple interactions.

## Wants

- A already made workout plan to choose from that is different in lengths in time
- Best times to eat and how much to eat

## Fears

- Too many options to consider
- Incorrect calculations and tracking.

# Damien Wayne

age: 20-30

residence: State, city, or even neighborhood

education: BSE Computer Science

occupation: Admin

marital status: Married, single, with kids, without



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

An admin that oversees the new content and features being added to the app.

## 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

- A simple interface to allow for easy upgradeability
- A easily understandable FE and BE code.

## Wants

- Program stability

## Values

- Reliabilty
- Speed

## Fears

- Crashes and Major bugs
- User dissatisfaction

# 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.

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## 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

# James Concord

age: 30-45

residence: State, city, or even neighborhood

education: College

occupation: Accountant

marital status: Married, single, with kids, without



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

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

- Support from higher ups
- Simple Interface

## Wants

- Reliable

## Values

- Very detailed
- Simplicity

## Fears

- Data Leaks