

# 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"*

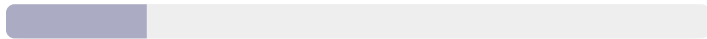
getting school work done and hanging out with his friends

## 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

## Values

- health
- a good time

## Wants

- Having fun
- lifting heavy weight

## Fears

- loneliness
- being unhealthy
- unemployment

# 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.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Needs

- Food
- Gym

### Values

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

### 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.

### Wants

- Anabolic Steroids
- More muscle

### Fears

- Being weak and small
- women

# 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 nutritional facts make this difficult for him*