

Jim Ratt

age: 18

residence: Columbia, SC

education: High School

occupation: Full Time Student

marital status: Single

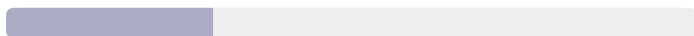


"That person has been on the bench press for an hour"

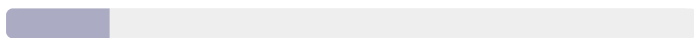
Mr. Ratt looks forward to going to the gym every day at Strom. He needs to eat a lot of food to fuel his training.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To be able to use his time effectively when working out and recovering.

Needs

- A way to figure out how crowded Strom is
- A way to get accurate wait times for food

Values

- Quality
- Accuracy
- Privacy
- Security

Wants

- Be able to connect with friends to meet up
- To be able to customize his profile
- To be able to customize how the time data is presented

Fears

- Waiting in Chic-Fil-A's line for an hour past when his food was due
- Having to wait in line for a squat rack at Strom while his pre-workout leads him to a heart attack