

Jon Snow (Hunter Hughes)



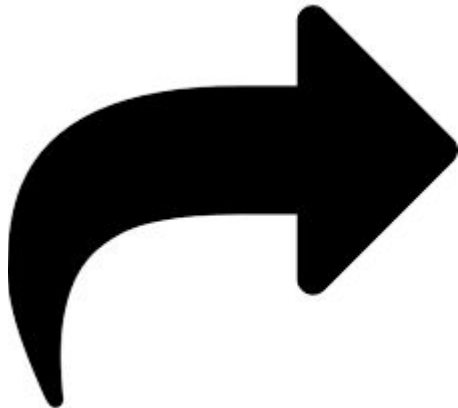
Jon is fresh out of school and just now getting into the real world. As Jon begins his journey through life he realizes that he cannot get anything done. He starts to work on a goal he has, but then walks away half way through. He wants to finish the things he's started but he just keeps moving on to the next idea rather than finishing his goal from before.



Jon realizes that he has many goals and many and he is constantly getting more. Jon does not want to forget his goals for his life so he decides to start looking for a way to keep his goals organized.



Jon begins asking his friends for advice on how to deal with his issues of ever growing goals. Jon's friend recommends that he uses the app "More Goals." The friend then sends Jon a link to the app where Jon begins to download and explore the app.



Jon's friend sends a link with the app's 'share' feature, sending the link on Instagram. The link redirects Jon to the app store where he downloads the app. Once Jon familiarizes himself with the app's easy-to-use interface, he begins setting his goals with the app.



Jon immediately begins to notice the difference in his work completion. Jon is happy that he is now completing the goals that he has in a timely fashion. With the app reminders Jon never forgets or gets too far ahead of himself with new goals.



Jon soon completes most of his short term goals and begins to add more goals to the app. He feels great and more motivated than ever, as the app tracks his progress and allows Jon to view his past achievements. Jon also feels great with the app's point system. Everytime he completes one of his goals Jon earns points that allows him to add on to his profile within the app.