Adrianna Belvin (University student wanting to shed freshman fifteen on a tight schedule/low experience)



Adrianna is a second-year university student. First year was tough for Adrianna. The course material proved more difficult than she expected, her social circle from high school drifted apart, and so she turned to her most reliable stress reliver: eating.

Adrianna studies constantly as she enrolled in a highly competitive program and her dream is to graduate as valedictorian. However, she feels low energy, motivation, and morale from looking at the mirror at times.

Adrianna wants to lose the weight to put her in a healthy mind and body, but she doesn’t know much about exercising and has very little time to devote to going to the gym. She is interested in an app that will help guide her and is very casual and flexible as her schedule is always changing.

Adrianna is used to routines and thinks that an application that rewards dedication would motivate her to keep going.