

**Anna Huang (University student wanting to shed freshman fifteen on a tight schedule/low experience)**



Anna is a second-year university student. First year was tough for Anna. 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.

Anna 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.

Anna 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.

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

## **Julia Oliveira (The mother looking to get fit)**



Julia is 36 years old, and a mother to three children: two in elementary school and a newborn. She's very happy, cheerful and caring towards her children. Julia is a stay at home mom and has little time for herself.

While her kids are at school and the baby is asleep, Julia often reads books or plays mobile games on her phone. On weekends Julia is either taking care of the kids at home, or when she can find a babysitter, Julia goes out with her friends or goes on dates with her husband.

Ever since giving birth to three children, Julia has grown insecure of her weight. Julia would like to lose weight so that she can actively play with her children and feel better about her appearance and health.

Julia tried other work out apps before, but none of them managed to engage her constantly. Julia would like to an app that is more fun and time efficient.

### **Andrew Booker (Looking to stay fit and have fun)**



Andrew Booker is a 16-year-old high school student and the star of the volleyball team. To his teammates, Andrew is kind, cooperative, and a fantastic spiker. Andrew is currently in good physical shape. To stay fit, his coach suggested that Andrew should exercise outside of training.

At school, Andrew is an average student. He puts enough effort in his studies to get by. Besides school and volleyball practice, Andrew plays games on his Nintendo Switch and reads comics.

When working out on his own, Andrew often finds himself bored and thus less motivated to work out. Compared to volleyball training, working out by himself is boring without his friends around him. Andrew is trying to find a way to make working out more entertaining for him.