

Tyler Randall

age: 29

residence: Bushville, Arizona

education: B.S. Chemistry from the University of Southern California

occupation: Business Owner of a successful Salad Restaurant

marital status: Married, Single kid



Pump Iron and Eat Salad!

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Maintaining a successful business

Needs

- A healthy lifestyle
- Different passions in life
- A Raiders SuperBowl

Values

- Family
- Experiences
- Friends

Wants

- More children
- True happiness
- A Raiders SuperBowl

Fears

- Spiders
- Failure

Mike Honcho

age: 27

residence: Raleigh, NC

education: Bachelor's of Science

occupation: Accountant

marital status: Married, 2 kids



Live, laugh, commit insurance fraud.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

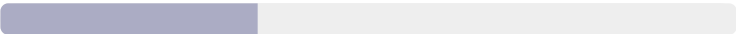
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An excellent work-life balance. My favorite hobby is bodybuilding.

Needs

- I need somewhere to exercise.

Values

- Cleanliness
- Simplicity

Wants

- I want somewhere I can get away from work during my lunch break and exercise.

Fears

- I fear the gym will be too crowded at that time. It's definitely too crowded around 5pm, when I get off work...

Fred Pearson

age: 19

residence: Columbia

education: University of South Carolina

occupation: Student

marital status: Single



"The gym is not only physically beneficial but also mentally."

I just started trying to go to the gym but I am both unexperienced and find it hard to go and quieter hours. I know there are plenty of fitness apps out there to help but they are all money or very confusing. There must be a simpler solution.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- - Planning and Scheduling Options
- - Group Workout Sessions
- - Notifications encouraging me to workout

Values

- - Time Management
- - Calm and Collective
- - Collaborative

Criteria For Success:

I believe that with a successful and manageable fitness app, I can finally start seeing results and feeling better about myself

Wants

- - A coach to help teach exercises to beginners
- - Customer Service Number for questions or problems

Fears

- - Absence of Love
- - Unemployment
- - Death
- - Failure