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

Criteria For Success:

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

Needs

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

Wants

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

Values

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

Fears

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

MOBILITY LABS