

# George Wilson

age: 27

residence: Savannah, Georgia

education: Bachelors Degree

occupation: Insurance Broker

marital status: Married, with kids.

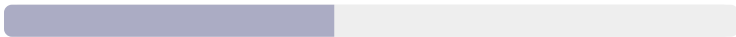


*"never, never, never give up" - Winston Churchill*

Works as an insurance broker. Enjoys to workout multiple times a week while also spending valuable time with family and friends.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A balance of work, free time, and exercise

## Needs

- easy to follow workout plan
- workout plan that can be completed with stuff available

## Values

- Healthy lifestyle

## Wants

- Way to input type of equipment readily available
- Able to navigate app fastly

## Fears

- Too much time in the office
- Not having a good workout routine

# John Davis

age: 23

residence: Charlotte, NC

education: Bachelors Degree in Marketing

occupation: Sales Firm

marital status: Single



*"Hardworking problem solver"*

Likes to workout and stay healthy. Works with technology often and looking to become an entrepreneur. Goes to work at 8 am and gets off at 5pm Monday through Friday. After work he goes to the gym and until 7 and eats dinner and goes to sleep at 10pm. On weekends he likes to go out to bars with friends.

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## Criteria For Success:

He wants to become an entrepreneur and remain consistent in the gym.

## Needs

- -Healthy Diet
- -Good schedule
- -8 hours of sleep a day
- -Good income

## Values

- -Values planning
- -Values his health
- -Values beliefs

## Wants

- -Wants to become rich
- -Wants to manage time better
- -Wants manage diet better

## Fears

- -Fears of not becoming successful

# Paul Hunter

age: 26

residence: Dallas, Tx

education: Bachelors

occupation: Software Engineer

marital status: Married



*"I don't stop when I'm tired, I stop when I'm done."*

Spends his day at work, going to the gym, hanging out with friends and family, and spends alone time watching shows.

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## Needs

- Coach with proper knowledge
- Budget friendly
- Reminders

## Values

- Physical Fitness / Health
- Spending time with family
- Not crunching everything into the day

## Criteria For Success:

Being able to see self improvement overtime and using that to push himself

## Wants

- Check-ins
- Be able to view progress
- Diet/nutrition planner

## Fears

- Not being good enough
- Not finding enough time to fit everything in their schedule