

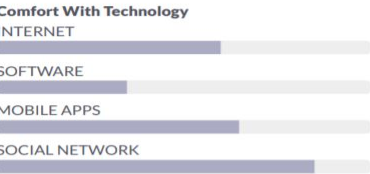
Chad

age: 24  
residence: Millinocket, Maine  
education: Bachelor's in Biophysics  
occupation: Physical Trainer  
marital status: Single



"You can't spell 'legendary' without leg day."

Chad spends most of his days working out with clients or pushing them to his limits. He has no kids or partner, but he considers his clients his family. When he's not working out, he's cooking up new recipes for the peak diet, or arguing with people on the internet.



- Needs**
- Constantly on the hunt for new dieting tools
  - To upload a photo of him working out every 30 minutes
  - To push his goals further

- Values**
- Positive attitudes
  - Confidence
  - A good work ethic
  - Motivation

**Criteria For Success:**  
A big breakfast and good workout.

- Wants**
- A new, simple way to watch his food intake, and for his clients
  - To see his clients pushed further than they've ever been
  - People to stop bullying him on the internet

- Fears**
- Hidden calories
  - Plateauing in his workouts
  - Losing his energy and confidence
  - Reddit

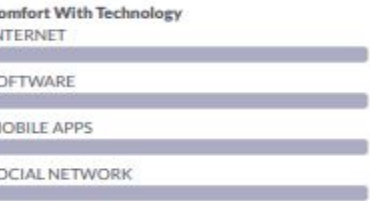
Chad Johnson

age: 23  
residence: Houston, TX  
education: Bachelors Degree in Business Administration  
occupation: Works at Fathers Construction Company in Corporate  
marital status: Single, 1 Kid



"I am a hardworking man who enjoys fitness and being there for my child, along with helping my father when he's in need"

Chad Johnson is a hardworking single dad, he spends a lot of time at the gym working on his health and his fitness after long days at work to relieve the stress he holds as a representative of his father's business. After the gym he goes home to his daughter and takes care of her and then gets up the next day to do it all again.



- Needs**
- Chad needs support from his family, along with something to support his dietary habits and enable his body to function properly because he works out every day.

- Values**
- Chad values knowledge and family. He likes to know everything about the company that he runs and what everything about what he is consuming on a day to day basis. Due to this I feel as if Chad would like our product that we are marketing.

**Criteria For Success:**  
He has to feel good and be healthy to feel as if he is successful. He also equates running his father's business to where his father is proud of him to be a key determinant of if he is successful or not. Another thing that is important to Chad is his daughter, and wants to be a successful single dad and raise his daughter to be a successful woman herself.

- Wants**
- Chad wants a new way to see what is in the food he is consuming on a day to day basis in order to help him with his dietary habits.

- Fears**
- Chad fears failure in his diet. His father held an unhealthy diet and now holds multiple health problems due to it. Chad fears that the health problems his dad has could be either genetic or a possibility for Chad if he does not keep his body in a decent condition.

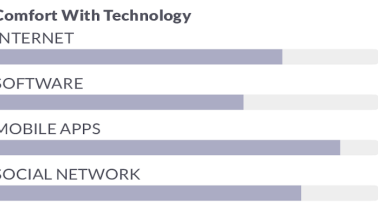
Jeremy Hawes

age: 27  
residence: Los Angeles, California  
education: Bachelors in Graphic Design  
occupation: Graphic Designer  
marital status: Single



"I'm just looking to keep my life in order."

Jeremy spends a lot of time at his computer working as a graphic designer. He is a pescetarian and a bit of a health nut, but he lacks the free time to be able to much of the meal prep that he would like to do due to his work.



- Needs**
- A stable work environment
  - Peanut free food

- Values**
- Fitness
  - Personal health

**Criteria For Success:**  
Jeremy needs to feel like he is heading in a good direction, weather that be improving and getting promotions at work or improving his health and getting in better shape.

- Wants**
- Promotions at work
  - More free time

- Fears**
- Clients that don't know what they want
  - Foods triggering his peanut allergies

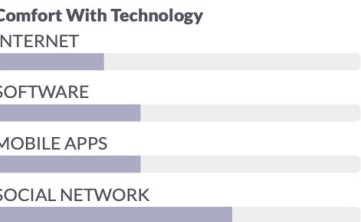
Sammi Bryant

age: 24  
residence: NY  
education: Bachelors degree  
occupation: Psychologist  
marital status: married



"loves eating healthy"

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



- Needs**
- to lower her sugar levels
  - to change her diet

- Values**
- honesty
  - giving/ receiving support

**Criteria For Success:**  
an app that explicitly defines what is in a product of food something that can guide her towards success

- Wants**
- to become an overall healthier person and change her diet

- Fears**
- she cant enjoy good food with a diet change
  - she will become obese