

# Bob Duncan

age: 20

residence: Columbia, SC

education: College student

occupation: Student athlete

marital status: Single

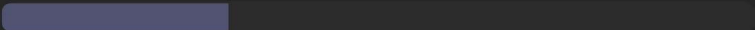


*"Plays football"*

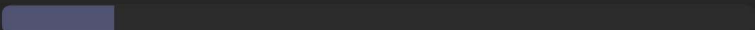
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

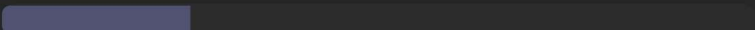
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Be healthy

## Needs

- Needs to drink more water
- Needs more practice

## Values

- A healthy lifestyle

## Wants

- To be a pro football player
- To be a college graduate

## Fears

- Being unhealthy and not be able to play