

James Sigg

age: 65

residence: Silver Spring Maryland

education: Highschool

occupation: Plumer

marital status: Married

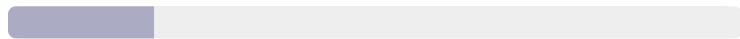


A quote from to help define their voice and personality.

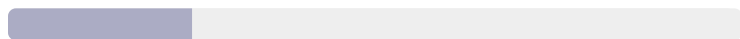
James is a middle aged man with little knowledge on mobile devices and apps. He is trying to change his diet with the new Calorie Count app.

Comfort With Technology

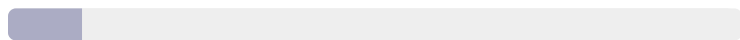
INTERNET



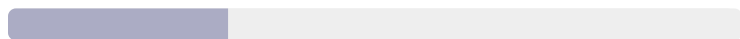
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- - App is easy to navigate
- - App to track and process his food consumption
- - Easy to take pictures of food labels

Values

- - Quality interface
- - Directions to follow
- - Reliable

Criteria For Success:

An app that is straight forward and easy for anyone to figure out and use.

Wants

- The app to be simple
- As little user input as possible
- The app to give him recommendations for meals

Fears

- - App is too complex
- - Wont be able to use the picture feature
- - Pop up adds