James Sigg

age: 65

residence: Silver Spring Maryland

education: Highschool

occupation: Plumer

marital status: Married
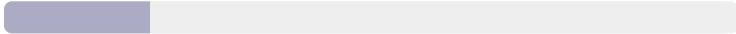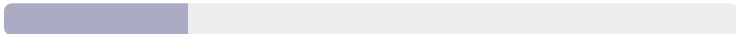
James is a middle aged man with little knowledge on mobile devices and apps. He is trying to change his diet with the new Calorie Count app.
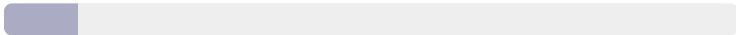
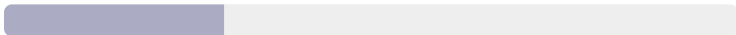## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
An app that is straight forward and easy for anyone to figure out and use.

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

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

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

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

MOBILITY LABS