

Stephen Owens

age: 25

residence: Atlanta, Georgia

education: Bachelors in International Business, Currently Getting
Master in Business Administration

occupation: Marketing for IBM (Part-Time)

marital status: Taken



Stay Fit

Stephen is at the age where he is a working busy man, yet needs to find a way to stay fit. With so many things to juggle he can not find the time to go to the gym.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- GYM time
- Better time management

Values

- Time
- Health (both mental and physical)

Criteria For Success:

Time management and doing the things he enjoys.

Wants

- Go to the gym more often
- Stay fit
- Feed back on workouts

Fears

- Losing physical fitness
- Losing money
- Becoming exhausted