Fictional Name

Larry Hewitt

Occupation

Employed at a corporate office job.

Demographics

- 22 years old;
- Lives in Washington;
- Single;
- Exercises frequently;
- Close with his immediate family;

Pain and frustration

One of Larry's primary points of pain with applications is an inexperience with technology. Often times, applications rely on the user to enter multiple confusing details, login information, and pepper him with advertising.

Another point of frustration for Larry is the time spent attached to his phone. He wants to absolutely minimize the amount of time needed to spend, as he views it as time wasted.

Larry also finds applications that are unresponsive and slow frustrating. To him, the technology behind the application is simple, and needs to work instantly, consistently, and without issues. For this reason, buffering times or freezing is unacceptable to him.

Goals and needs

Larry's primary goal is to enjoy his time in life. As such, he doesn't like spending an especially long amount of time on minutia. He wants as much work as possible to be done for him, and doesn't care about specifics.

He understands that tracking his diet will help with his overall health, especially when compounded with his exercise goals. He wants to be able to occasionally his phone to track calories, and have an easy selection of meals and dishes to initially chose from.

Personality

"I want to be able to track my overall calories with using as little time and as much benefit as possible."