

## 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;



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## 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 use his phone to track calories, and have an easy selection of meals and dishes to initially choose from.

Larry wants to use his phone and computer as little as possible when off work, to compensate for the days spent staring at a screen.

## Personality

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