Name

age: Marcus Hamilton
residence: NY, Bronx
education: Computer Engineering
occupation: Programmer
marital status: Married, single, with kids, without

A healthy diet is the way to go!

Spending most days programming or if not I would play video games most times of the day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- A app to scan products that tell me what's in it and how much calories there are.

Wants

- A feature in the app that can scan and look up the product I want to know.

Values

- List what's healthy for me to eat so I won't be overweight

Fears

- Consuming food that's not good for me when