

Big Boy Bernie (ThomasVu)

age: 20-30

residence: Massachusetts

education: Bachelor's in Psychology

occupation: Therapist

marital status: Single



"What do we do with our feelings? We hide them in our muscles."

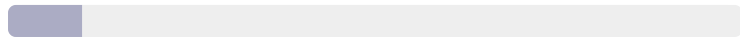
Bernie became a therapist to help others recover from trauma and deal with their emotions; however, as the years went by he started to question his own life choices which lead to a great deal of stress and a loss of control over his emotions. The last straw was when one of his patients called him an old man. In response he impulsively threw a chair across the room. After several hours of apologizing to his patient as well as his neighbor, he decided that he should better manage his stress by through weightlifting. Bernie already works out 8+ hours a week, but he is in search of a more intensive routine to better develop his muscles.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Workout routine that requires the use of high weights with low reps to build muscle.

Values

- Social Image
- Reputation as a therapist

Criteria For Success:

Using sublimation as a defense mechanism to deal stress and emotions. Emotional impulses are directed towards weightlifting.

Wants

- Wants large and well defined muscles
- Wants to relieve stress and emotions

Fears

- Fear of lashing out at others from buildup of stress and emotions
- Negative judgement from others