

# Allen Richardson

age: 18

residence: Orangeburg, South Carolina

education: High School

occupation: College Student (Freshman)

marital status: Single



*"Fitness is the key to some of my success. God allows me to do it all!"-  
Myself*

Allen Richardson is the son of Carter Richardson and Maria Richardson. His parents were hard working throughout his whole life, yet they did all they could for him to have a great 18 years of growing into a mature young man. With his parents gone so much, Allen found a hobby for health and fitness to pass the free time without family. He tracks his meals and calories everyday. He is now attending the University of South Carolina where he is having trouble tracking his meals and calories to the count as the University does not have much dedication for Allen's hobby.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

An app that will allow him to have easier access for his health and fitness

**Needs**

- Needs an app with easier access for health and fitness that is University friendly
- Easy access to meal descriptions and nutritional value for what he eats on campus
- Software to tell him when it is best to eat at which dining hall on campus

**Values**

- Allen values his relationship with God
- Allen values kindness and that "no matter what, DO NOT GIVE UP"

**Wants**

- Wants to be able to have access to hours of all the dining halls so that he can schedule his workouts accordingly
- Wants access to ordering online in the same app potentially preventing so much app storage space on his device

**Fears**

- Fears that he may not be able to continue his hobby at the best of his ability
- Fears that he will have a hard time on doing something he enjoys

