## "Kara Miller" by Trace McCament

age: 30

residence: Charlotte, NC

education: Bachelors degree at UNCC

occupation: Teacher

marital status: Single with kids



# "It's true. The storms won't last forever. The nasty weather will never last. There is always that light at the end of the tunnel."

I like to start my day with a coffee and cooking me and my kids breakfast before they head to school. I then head to school early to set up my plan for the class that day. I will try and knock out some papers I haven't graded yet before my class starts to wander in. I end my day with lunch in my room because I have a planning period for my last period. I will then go home and cook my kids their last meal for the day and either watch some ty with them or help them with their homework.

### Comfort With Technology

INTERNET

SOFTWARE

**MOBILE APPS** 

SOCIAL NETWORK

#### Needs

- I need coffeeI need my internet
- I need my ice cream

#### Values

- -I value being a strong individual and keeping my head up in harsh situations
- -I also value being a good mother to my children

### Criteria For Success:

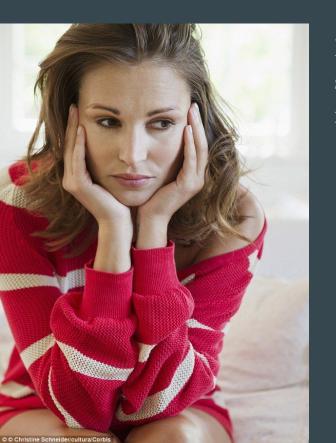
I need to be around my kids, other teachers, and single moms that share my same struggle so I feel better about my situation.

#### Wants

- · -I want to get in shape
- I want a boyfriend
- I want more money

#### Fears

- I fear that I will die alone
- If ear that there won't be a light at the end of the tunnel
- I fear eventually getting fat



Kara is unhappy with how she's been feeling lately. She's single, tired, out of shape, and always finds herself stuck in bed or on the couch at home.



Kara's friend shows her a fitness app that allows her connect with a personal trainer and nutritionist. She can also see beginner workouts and how she can start her journey in the gym.



Kara downloads the app and uses one of the beginner workouts the app gives her to start her fitness journey. She feels better right after she's done with it. She gets feedback on her form and it is excited to improve.

# More than 6 million foods in our database.



Kara decides she's gonna start eating healthier because of this newfound motivation. She uses the app to find a nutritionist that puts her on a strict diet with foods that she enjoys.



Kara is looking and feeling better than she ever has before. She is very happy with how this app has affected her life. She even met a new boyfriend in the gym.