Name: Taikwahn

Age: 22

Height: 6’0

Weight: 225 lbs

Gender: Male

Ethnicity: African American

Relationship Status: Single

Occupation: College Student

Taikwahn is a senior at Kansas State University where he hopes to graduate in the Fall of 2015 with a bachelors degree in Information Systems. His hobbies include working out, socializing at the local pub as well as a hard core gaming enthusiast.

Taikwahn recently has lost the motivation to stay active with so much school work that he is backed up with and would like to find an application that could motivate him to go out there and be active on his time away from school. Taikwahn has discovered this new web application called “Labyrinth” in which trails are created all over Manhattan so that he can explore parts of Manhattan that he may have never seen but at the same time be active and get out of the house and back to his usual way of living. He is so excited to give this new, motivating app a try in hopes that he can bring back the old Taikwahn.

Name:Jane

Age: 26

Occupation: Human Resources Manager

Jane is a Human Resources manager for a major corporation, as such, she doesn’t get to be as active as she wants. She spends much of her time dealing with people or sitting at her desk but she is mostly indoors. Jane has gained a little bit of weight over the few years she has been out of college much to her despair. Jane bought a fitbit in hopes of tracking her health to help her lose a few pounds.

Name: John

Age: 45

Occupation: Electrical Engineer

John was very active in college, but after all the beer and wings on sundays he has put on a few pounds. John’s wife is looking for something that will help him get active, keep track of his calories burned, steps, time spent sleeping in order to help him get healthier. She is hoping that something that lets him set a goal and keep track of his progress will help motivate him to stick with it. Being a busy engineer, John is not looking for something that will constantly remind him when he isn’t being very active that day, but wouldn’t mind the occasional reminder if he is getting way off track.

Name: Bob

Age: 76

Occupation: Retired

Hobbies: woodworking, walking

Even though he was wounded in the war, Bob is still active. If he isn’t in his shop, Bob can be found taking walks in his neighborhood everyday. He believes it is important to stay active especially at his age. Thanks to his injury, Bob can’t do very much outside of walking. He has gone all over his neighborhood but doesn’t want to venture much further. After taking the same paths everyday for 20 years, Bob is looking for something that could spice up his walking routine so he doesn’t lose the motivation to stay at it.

Name: Jordan

Age: 17

Occupation: Junior in High School

Hobbies: Basketball

Jordan is a junior in high school. He is on the varsity basketball team. He injured his foot when he was playing the state tournament versus his rival team. Now he is on crutches, but still wants to workout. He can’t workout very fast, but he can work at his own pace. He wants it to be an enjoyable experience even though he is on crutches. He can’t do a lot of working out, but anything will be good enough for his own morale. He doesn’t want the crutches to be the only thing keeping him back from staying active and he doesn’t want an app that holds him back either.