

# Brian James (Vijay Tripathi)

age: 19

residence: Austin, TX

education: College Freshman

occupation: Student

marital status: Single



## Get swole bro

Brian is a 19 year old freshman in college studying communications. He doesn't have much previous workout experience in gyms and wants to try out his university gym. He's in a fraternity, so he has pressure to workout to attract girls. He feels self-conscious in public spaces, so he wants to make sure that he's using the machines correctly.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Seeing visible muscle growth and feeling healthier overall

Regularly going to gym

### Needs

- Feel confident in form on machines
- Muscle growth and tone
- Workout supplements
- Different workout types

### Values

- Friends
- Fun
- Health
- School

### Wants

- Compete with and out-perform his fraternity brothers
- Connect data to his Apple Watch
- Free access to app

### Fears

- Self-conscious in public spaces
- Won't be an alpha
- Won't get girls