

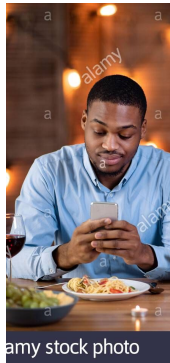


Billy is a student at UGA and is constantly busy with work and clubs. He constantly forgets to take care of himself.



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Billy is always stressed out with the amount of work he has to get done for his clubs and classes.



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Billy also constantly forgets to eat and drink water, as he is focused more on his work than his well being.



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A concerned friend of Billy recognizes that Billy forgets to eat consistently and recommends the Self-Care app.



Billy downloads and installs the app on his phone, and was amazed with the amount of features that it offers.



The app gives Billy daily reminders to eat, drink water, and take breaks from working, and this helps Billy take care of himself.



Billy's friend sees the improvement in Billy's life due to the Self-Care app, and is happy that his friend is taking care of himself.



This is Geoff. He is playing recreational basketball with his friends in Portland, Oregon.



Geoff is constantly fatigued and cannot keep up with his plans due to his intense work schedule and inability to eat, drink, and rest sufficiently.



Geoff asks his friends how they are so energetic, to which they reply, "we downloaded this new app called Self-Care, you should try it!"



Geoff decides to give it a shot and downloads the app. At first, he is skeptical of its efficacy but starts to see results.



Geoff starts to truly believe in the app and decides to actually follow the regime that the app suggests



After a year of Geoff dedicating himself to following Self-Care's advice, he becomes the most healthy he has been since college.



Geoff starts to recommend this app to all his friends and family in order to promote health to those he loves.



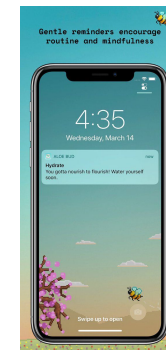
James is a physician assistant and barely gets time for himself. Most of the time he gets for himself he spends at the gym or out with friends. James works very hard and 7 days out the week.



James came across the self care app through an advertisement and downloaded it. It has a lot of things that are very helpful with keeping yourself healthy and in shape.



After downloading the self care app James has been feeling less tired and seems to have more time for himself. James uses the food habits on the self care app, for example it gives you healthy meal preps.



The self care app sends James notifications when he needs to hydrate or needs to take a small break. The app automatically notify's James every couple hours to check in.



James loves to workout and now with the self care app it gives him workouts according to his body type and the food and diet he has for himself. James spends less time at the gym now since the workouts are spread out more through the days.



Only thing James is now missing is his significant other. James has been searching and hasn't found anyone yet. But the self care app keeps James motivated by sending James motivational and encouraging messages everyday.