Steve

> "Working out is such a great stress reliever, but I get bored easily.

DEMOGRAPHICS

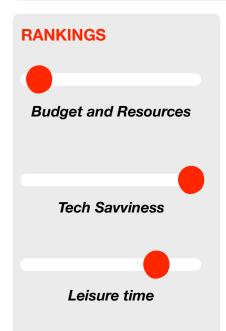|	
Age	23
Works For	StartUp in Austin, TX
Job Role	Software Engineer
Education	BS in Computer Science
Family Status	Single

ENVIRONMENT AND MOTIVATIONS

Steve is a creative software developer who is two years out of school. He is fascinated with productivity and reads blogs like lifehacker.com and uses Trello to manage his own todo list. He is a jogger and desperately wants washboard abs. He has ADHD.

To help pay off his student loans, he has put himself on a budget and hasn't yet joined a gym to save money. He lives with two roommates in a three bedroom house.

Key Motivations:

- Fitness
- Seeking a girlfriend

RANKINGS

Budget and Resources

Tech Savviness

Leisure time

BEHAVIORS

HABITS TO BUILD

- Working out - particularly weight workouts
- Studying / Learning

CHALLENGES

- Limited space, money, equipment
- Focus