

The Story of Adam Rod

Adam rod (Vraj Patel)

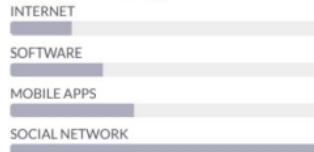
age: 21
residence: SC
education: In college majoring in business
occupation: Student
marital status: Single



If your feeling down learn someting

Networking is the only thing that will carry on when you die.

Comfort With Technology



Criteria For Success:

Any type of improvement will warrant success eventually.

Needs

- Food
- Networking

Wants

- To learn about fitness
- Parties
- Girls
- Beer

Values

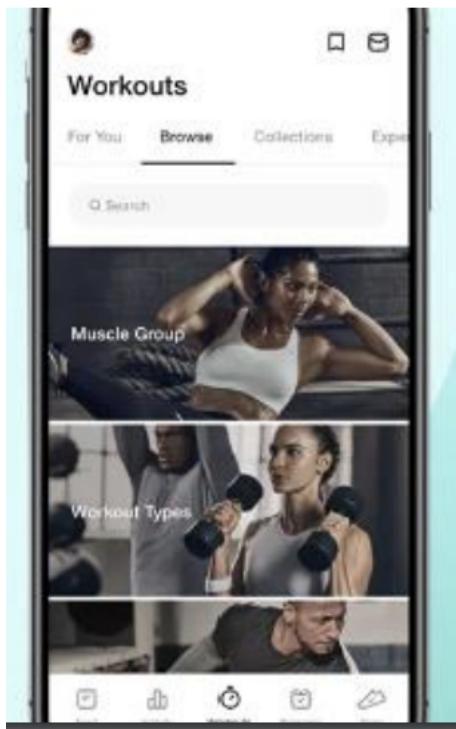
- Learning new things about fitness and how to optimally train

Fears

- Fears being small
- Being unhealthy
- Not being accepted

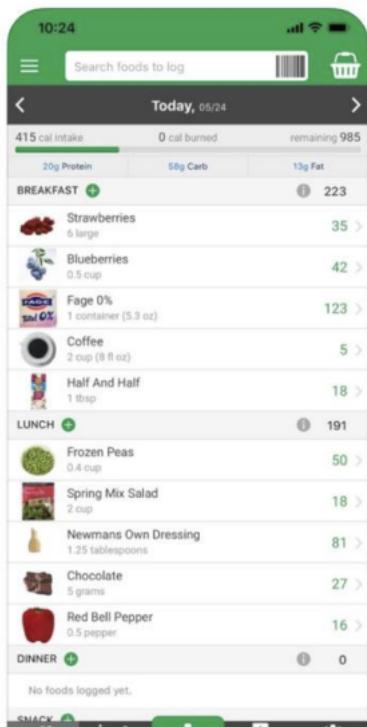


Adam Rod heads to the gym, knowing that he is going to work on Push day, and notices that the incline bench and the triceps extensions are being taken right now.



ADAM ROD USES FITNESS CONNECT

Adam rod opened the app he had just downloaded and looked up a different type of workout that still targets the same muscle group. He tries out Skull crushers and inclines cable fly's. The app shows him the form, so we won't injure himself. He has a good workout.



ADAM ROD FINISHES HIS WORKOUT

Adam finishes his workout and realizes he is hungry. He doesn't know what to eat, so he opens the app to figure out what he should eat to ensure he keeps up with his macros. He enjoys the way the app will track his calories specifically to what he needs them for.



Story of Nick A.

Nick Avocado has decided its time to lose weight after his hospitalization from his latest mukbang. He has no idea where to start. However, he does know how to search things up on the internet. He finds out about an app called "Fitness Connect", through a promotional ad on Yahoo Answers.

Discovery.

This was Nick's first time ever going the gym. He filled out the pre-screening questions asking him about his weight, height, and preferred methods to workout. After his screening, the app creates a personal workout/diet plan based on his values, needs, and goals. He also stated he needed a physical trainer to motivate him.



The change.

Nick is ready to change his life. He went to his nearest Plant Fitness and got started working out with the help of his personal trainer. His first day of working out was obviously a light load. Nonetheless it was a step forward to being a healthy person.



He is him.

After months and years of dedication to sticking to his workout and diet routine, Nick was able to accomplish his goal of being jacked.



Story of Kara Miller:

Kara is a single mom with 2 kids and is not as confident as she used to be in her body. She used to work out and eat healthier but her being busy and not motivated has taken a toll. She has turned into a couch potato and has forgotten what it feels like to be active, healthy and motivated.

"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 tv with them or help them with their homework.

Comfort With Technology

| | |
|----------------|--------------|
| INTERNET | Progress Bar |
| SOFTWARE | Progress Bar |
| MOBILE APPS | Progress Bar |
| SOCIAL NETWORK | Progress Bar |

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.

Needs

- I need coffee
- I 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

Wants

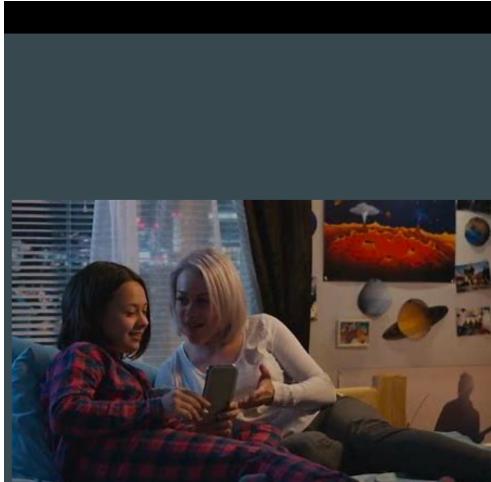
- I want to get in shape
- I want a boyfriend
- I want more money

Fears

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

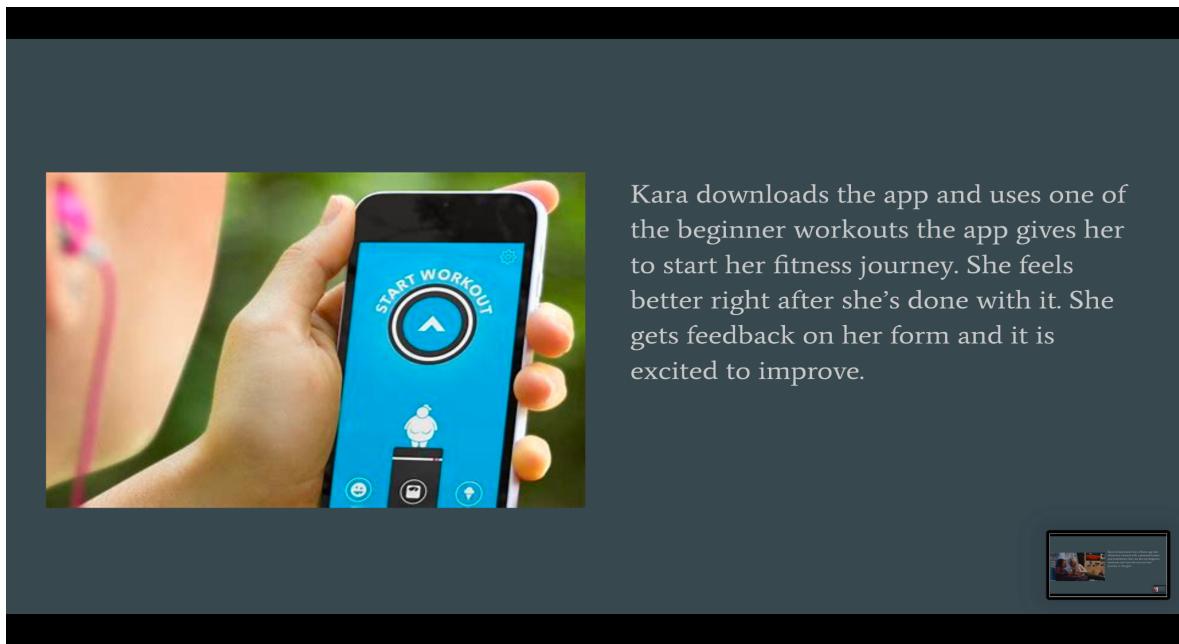


Kara is unhappy with how she's been feeling lately. She's single, tired, out of shape, and always finds herself stuck in bed or on the couch at home.

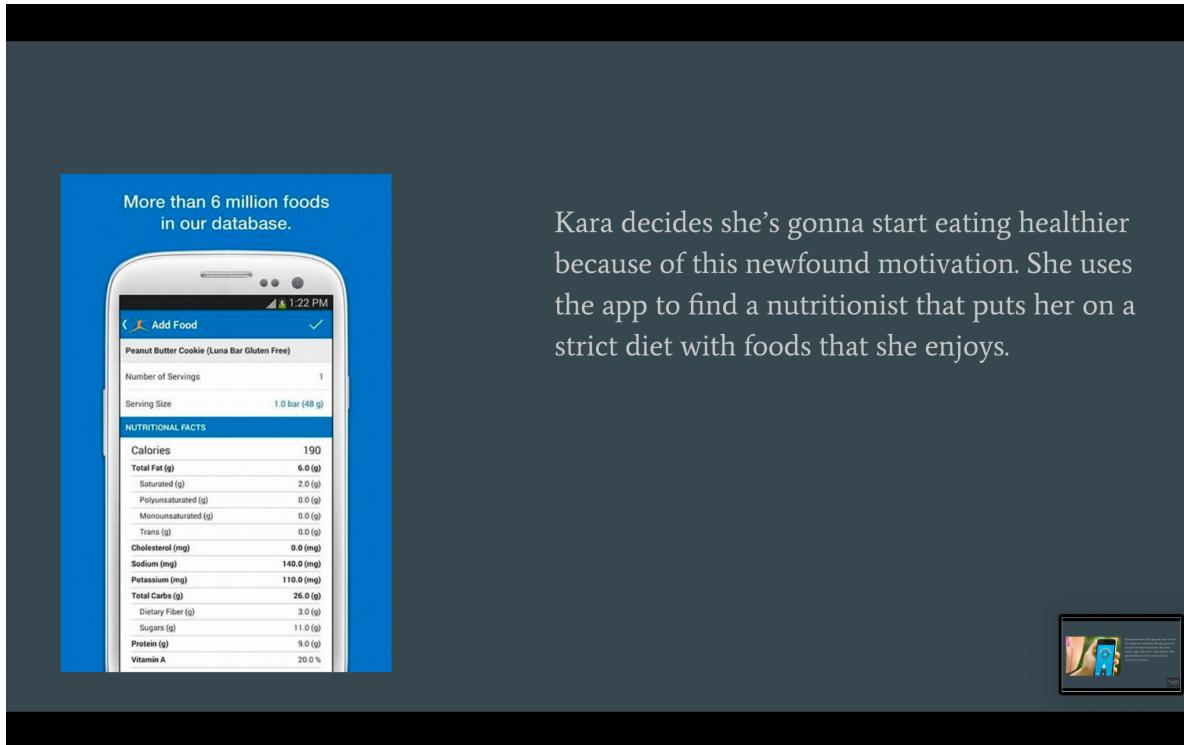


Kara's friend shows her a fitness app that allows her connect with a personal trainer and nutritionist. She can also see beginner workouts and how she can start her journey in the gym.





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 exciting to improve.



| | |
|---------------------|------------|
| Calories | 190 |
| Total Fat (g) | 6.0 (g) |
| Saturated (g) | 2.0 (g) |
| Polyunsaturated (g) | 0.0 (g) |
| Monounsaturated (g) | 0.0 (g) |
| Trans (g) | 0.0 (g) |
| Cholesterol (mg) | 0.0 (mg) |
| Sodium (mg) | 140.0 (mg) |
| Potassium (mg) | 110.0 (mg) |
| Total Carbs (g) | 26.0 (g) |
| Dietary Fiber (g) | 3.0 (g) |
| Sugars (g) | 11.0 (g) |
| Protein (g) | 9.0 (g) |
| Vitamin A | 20.0 % |

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.



Jack McDavid (Caitlin Croci

age: 30

residence: Colorado Springs, CO

education: BS in Exercise Science

occupation: Personal Trainer, Army Vet

marital status: Single with long term girlfriend



"Army Strong"

Jack was a three sport varsity athlete in high school. After graduating, he played football at West Point and served in the army for 7 years as an Explosive Ordnance Disposal Specialist. He has been working as a trainer for a year and a half and is looking for new clients

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Be able to push someone to be their best and beyond what they think they are capable of. Connects especially well with athletes, young adults, and troubled students.

Needs

- Clients dedicated to their training
- A use for his military training background

Values

- Commitment
- Heart
- Fortitude

Wants

- Clients who are not mentally weak
- Build a client network to start his own company
- Clients with any level of experience

Fears

- Meals Ready-to-Eat
- Sugar
- Crying

Jack McDavid

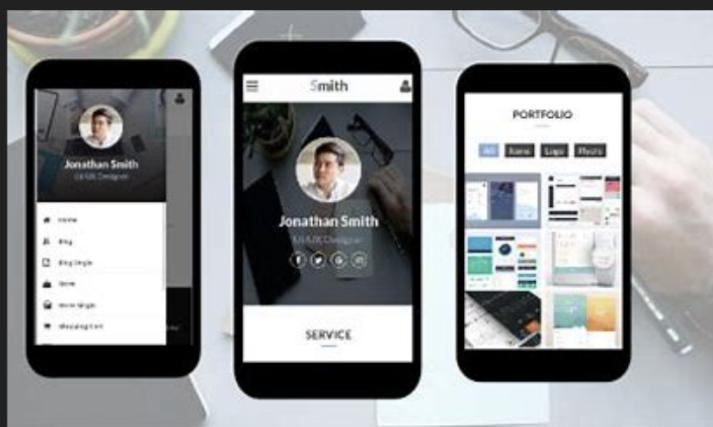
Jack served in the Army for 7 years and just retired. He has a degree in Exercise Science and wants to work with fitness and nutrition.



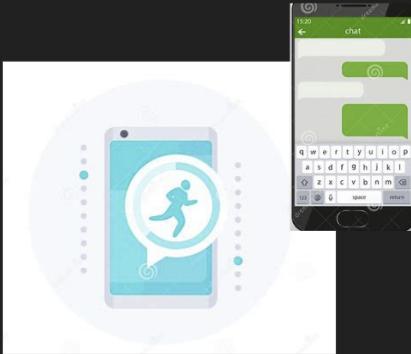
Jack is desperate for clients and willing to try all different ways to connect with people. He downloads Fitness Connect.



He creates a professional profile on the app that includes, his name, a photo, a short description of himself, and his resume. He then waits to be verified by Fitness Connect as a trustworthy professional.



Jack begins connecting with clients to help them build fitness plans, improve their form, and refer them to other professionals.



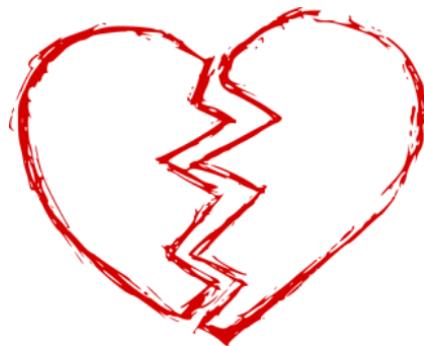
He was able to build a successful business with the clients that he met over the app and continues to connect with new clients and help others on the app.

Story of Marc Brandt

Marc Brandt is a sophomore in high school looking to improve his athleticism to have a better performance for his basketball career.



Marc Brandt was a basketball talent for his high school varsity team. After a great preseason, he was predicted to have a season to remember. However, at the start of the season, his form seemed to have dropped. The reason was his mentality and how his girlfriend dumped him. This affected him negatively in basketball.



His form drop led to him being on the bench early into the season. He went to practices late, depressed, and failed to improve. After two weeks, he decided to utilize his emotions on the gym in order to get stronger and better. He wanted to make a comeback into the starting lineup.



The issue that Marc saw was that he didn't have much experience in the gym and what to workout on. He rarely used the gym to strength train and only came to play pickup basketball games.



He went to his basketball coach about what an athlete should prioritize in the gym. His coach said that he should focus on any exercises/workouts that will improve his athleticism in terms of agility, jumping power, etc.



Marc starts doing his research into workouts that would improve his athleticism but was overwhelmed by the amount of information he had to intake. He starts looking for workout apps and came across “Fitness Connect”. This app allowed for Marc to contact a trainer that guided him on what workouts will benefit his athleticism.



After a few weeks utilizing the app and following a trainer's workout plan, Marc has become more explosive and confident. The workouts he has been doing translated onto the court which led to his coach putting him back into the starting lineup.



After his form increased due to the workouts, he was able to help his team to a playoff run and into the championship game where he would help his team lift the trophy and made his ex-girlfriend regret leaving him.

