

Jorge Smith

age: 22

residence: Columbia, South Carolina

education: Bachelors in Computer Science (Senior year)

occupation: N/A, still in college

marital status: Single and ready to mingle



I WANNA GET JACKED

George is a very busy person, and he really wants to get in shape, but keeps putting off going to the gym because he doesn't know how to fit it in his schedule.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Structure and time management

Needs

- A workout regiment
- Create good habits now in order to maintain them in the future
- A girlfriend

Values

- Personal health

Wants

- Be seen as attractive and active
- Be seen as a gym goer
- Become a healthier version of himself

Fears

- Wasting too much time on gym and not enough time on schoolwork
- Becoming obese

Jeremy Higgins

age: 20

residence: New York City

education: 2 years in college

occupation: Janitor

marital status: Single with long-term girlfriend



"No pain, no gains!"

Jeremy spends most of his time at the gym, chasing women, and drinking his misery away. He has an insatiable appetite, mostly consisting of protein.

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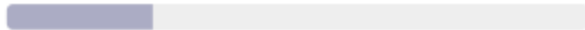
SOFTWARE



MOBILE APPS



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Criteria For Success:

A schedule that of which allows him to go to the gym during a time where the machines are available.

Enough food to satisfy his criteria.

Needs

- To hit the gym daily.
- A strict diet, that of which allows him to get the body he desires.
- Dating apps.

Values

- Getting incredibly intoxicated.
- Getting incredibly buff.
- Scoring.

Wants

- Gains.
- Beer.
- To score.
- To get his hair back.

Fears

- Being seen without a hat on.
- Being sober.

Mike Tyson

age: 56

residence: Paradise Valley, AZ

education: 3 years of college

occupation: Former Boxer

marital status: Married with kids



"I need a pump now!"

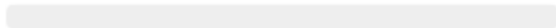
Mr. Mike Tyson is a fighter who loves to fight and lift to stay in shape.

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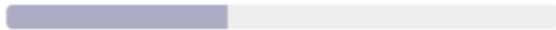
INTERNET



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Criteria For Success:

To be successful Mike needs to be at peak physical shape and win fights.

Needs

- More workouts
- More fights
- More protein

Values

- A beast
- Strong
- Fast hands and feet

Wants

- A new way to workout
- More gyms
- To be jacked

Fears

- Not looking good for the camera
- Cat in the Hat Books
- Ears