

Jackie Purnell

age: 43

residence: Charleston, SC

education: Bachlor of Arts in English

occupation: 4th Grade English Teacher

marital status: Single mother with 3 kids



"there are no mistakes just happy little accidents"

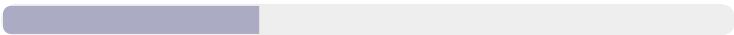
Jackie likes to start her day with a heaping hot cup of coffee on her way to Dorchester Elementary School where she teaches her 4th grade English class. After school she takes her two kids that attend DES over to their grandparents house where her youngest child was waiting as she drops them off in order to find some alone time to focus on herself.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jackie loves her children but its also very important to her that she is able to find some peace and quiet throughout the day

Needs

- she needs motivation to keep up her healthy habits
- a way to socialize within her community and find ways to keep getting out

Values

- time management
- living a healthy lifestyle
- spending time with her family

Wants

- a way to keep in touch with her community
- a way to track her athletic progress

Fears

- not being able to work around her busy schedule
- losing her positive body image