

Bradley Kurt by Cooper Snyder

age: 62

residence: Philadelphia, Pa

education: High School

occupation: Union Electrician

marital Single with two kids and an ex wife

status:



"If you ain't first, you're last."

After a long day of working in the field Brad likes to get his mind off of things by going to the gym. Brad has been consistently going to the gym since he was 20 years old.

Comfort With Technology

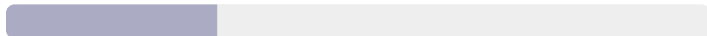
INTERNET



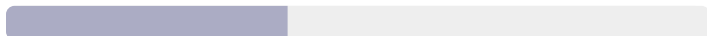
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Receiving his union pay checks, spending money on his hobbies like cars, going to the bar, and going to the gym every day.

Needs

- An app where Brad can track his progress in the gym.
- To continue to workout in a competitive setting

Wants

- An easy to use app that he can compete with others while tracking his gains.
- To prove to himself that he's better then everyone by being at the top of the leaderboards on the app.

Values

- **Looking bigger than everyone in the gym**
- **Using performance enhancing drugs to get there.**

Fears

- **That age will make him lose his body building physique**
- **Women won't find him as attractive if he loses his body builder physique.**

