

Jacob Casey, by Matt Hughes

age: 14

residence: Fort Worth, Texas

education: Entering High School

occupation: Allowance

marital status: Single



"Video games are life"

When he is not in school, he is usually doing homework, eating snacks, or playing video games. He has a group of friends that

Comfort With Technology

INTERNET



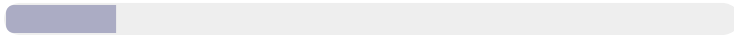
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- -A way to keep track of his activity time and what he eats
- -Something that will motivate him to get out of the house

Values

- -Working hard at things he enjoys
- -Spending time with friends(online or in person)

Criteria For Success:

He understands he is living an unhealthy life and wants to get into better shape. However, he does not want to give up all of his video game time in order to better his life.

Wants

- - To live a healthier life
- - Lose some weight

Fears

- -That his unhealthy habits might prevent him from accomplishing everything he wants in life
- -That changing his habits will take away his time to play video games with friends