

John Doe:

As someone that uses goal tracking applications, I want something more out of the experience. I want to receive feedback on my goals.

Jane Doe:

As a supportive friend, and busy individual, I'd like an effortless way to communicate to friends that I am proud of their accomplishments.

James Smith:

As a guest on the site, I don't want to have to go through a sign up process in order to encourage my friends as they achieve their goals. I'd like the most simple straightforward method of interaction that is possible.

Jane Smith:

As a busy, goal oriented, person, I don't have time for a lengthy sign up process. I find one click authentication using sites like Facebook or twitter to be optimal.