

# Bob Mack

age: 25- 30

residence: State, city, or even neighborhood

education: bachelors

occupation: Accountant

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

Works many hours and tries to make time to workout efficiently, while also making time for personal interests.  
also wants to eat healthy and wants to maintain their weight.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Track calory intake
- Track workout efficiency
- What nutrients you need for the day

## Values

- Interface and accessibility.
- Simple interactions.

## Wants

- A already made workout plan to choose from that is different in lengths in time
- Best times to eat and how much to eat

## Fears

- Too many options to consider
- Incorrect calculations and tracking.