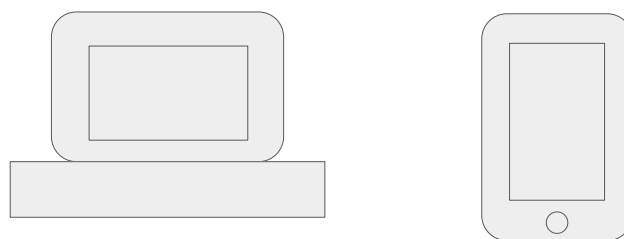
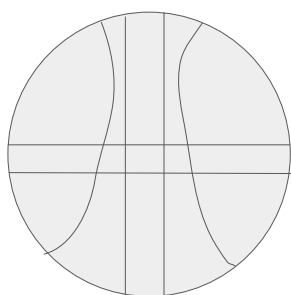


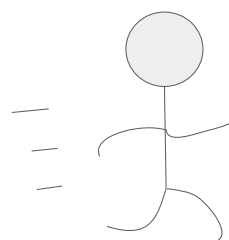
Travis used to be a dedicated basketball player. He'd be out many night putting up shots on the hoop in his driveway, perfecting his craft.



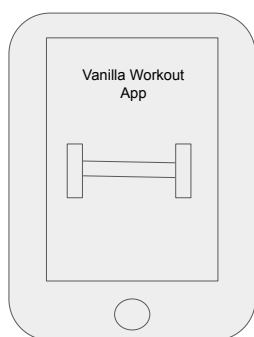
When Travis got to college he realized he had a love for technology, so he left basketball behind and decided to pursue this new passion. Instead of being outside putting up shots for all hours of the night, he'd be on his computer learning new languages to code in.



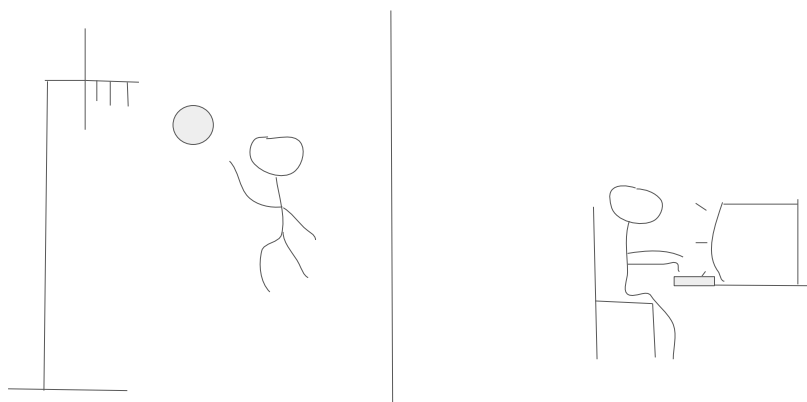
Significant time passed and Travis had learned a lot, but in the process he'd fallen out of shape and when his friends invited him for a low key basketball session he realized he could no longer keep up with everyone else who'd continued to play.



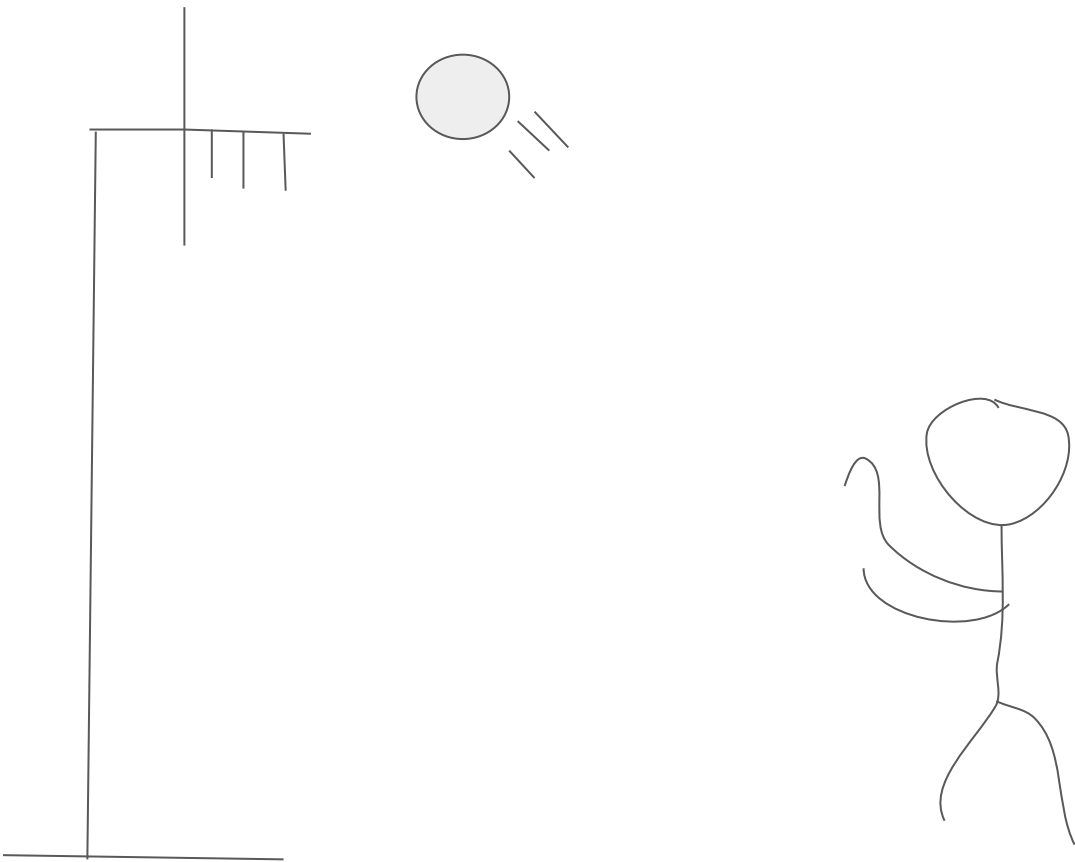
Initially, Travis' started running to get his body back into shape while he continued his studies in the science of technology. However he could not commit to a workout regimen on his own, so he began to research on tools that could help him maintain a balance.



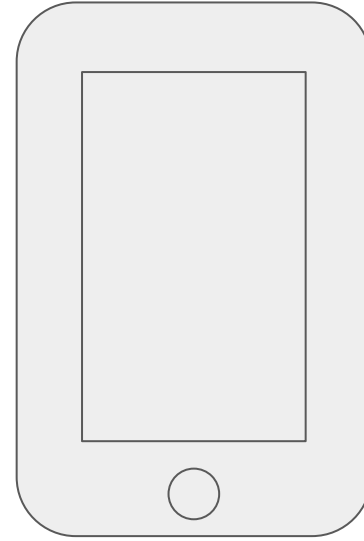
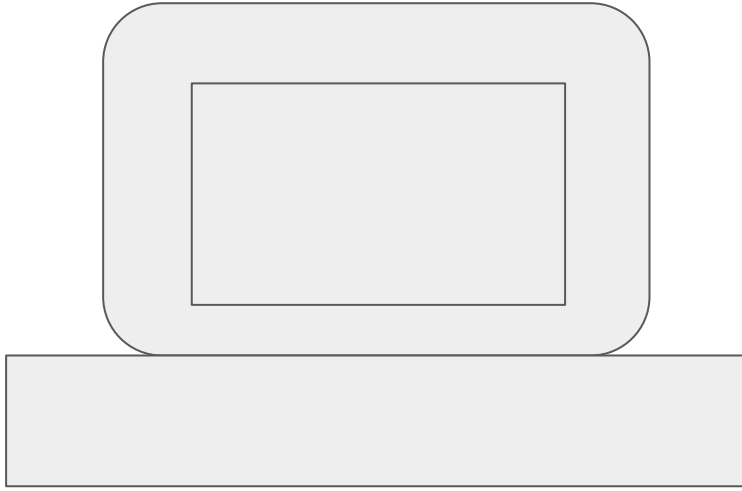
Travis eventually found the Vanilla Workout App. This app offered many different kinds of workouts and also allowed users to personalize their own schedules and sent notifications to users to help them stay on their schedules.



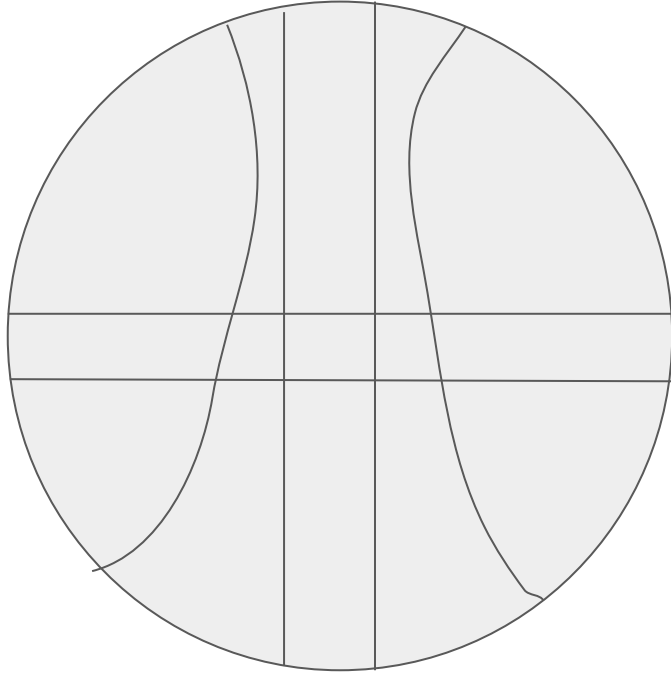
Through the Workout app, Travis was able to successfully maintain a life of furthering his education with his newfound passion for technology while still continuing to stay in shape so he could, on occasion, have fun with his old passion of basketball.



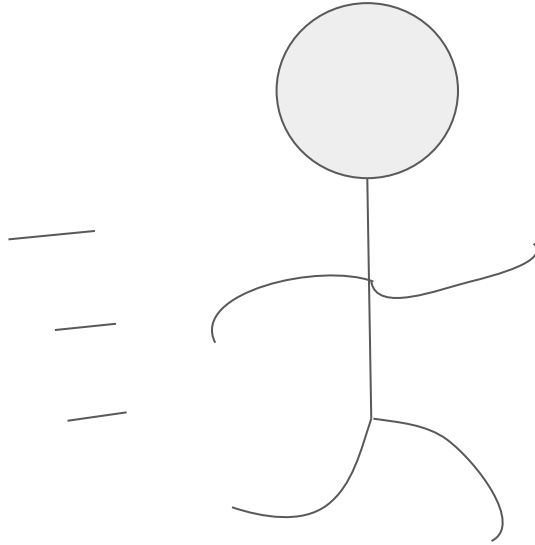
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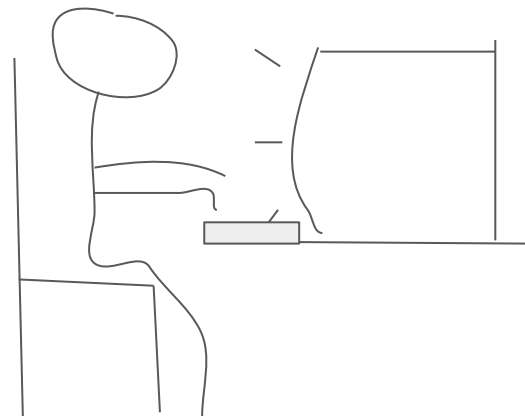
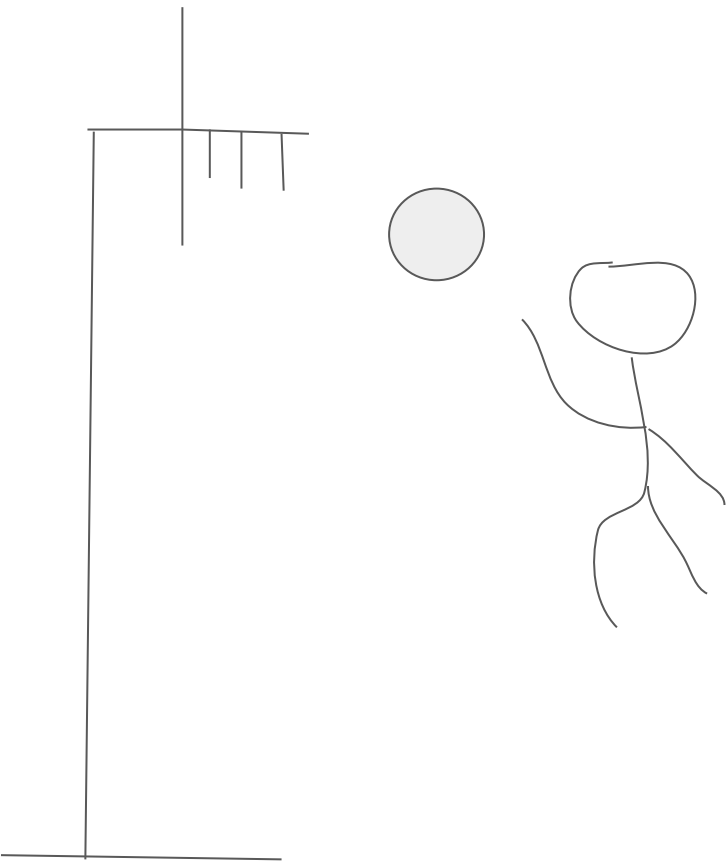
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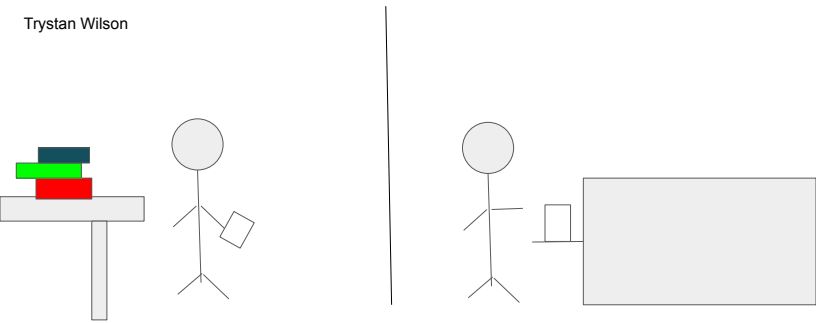


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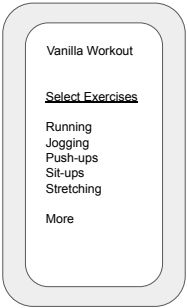
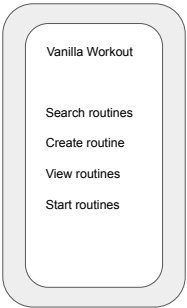
Trystan Wilson



Harry Watson is a very busy man. He takes five 3-credit hour courses at the University of South Carolina, so he tries to spend as much time studying for each class as possible. Harry also works at Kroger as a courtesy clerk. Harry has only a couple of hours of free time each day, so he wants to use that free time to keep himself fit.

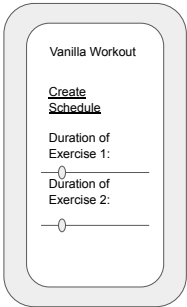


Harry wants to take some time out of his day to perform some quick exercises, so he uses some of his free time to search for a workout application on his computer. He happens to come across the Vanilla Workout App, and is impressed by the listed features.



After downloading the Vanilla Workout app for the first time, Harry is initially impressed by the initial options the app provides. He decides to create his own custom routine based on his personal needs and his limited time schedule.

Harry begins to look through the various routines the Vanilla Workout application provides. He selects four exercises that he wishes to do in his spare time, and then moves on to the next screen.

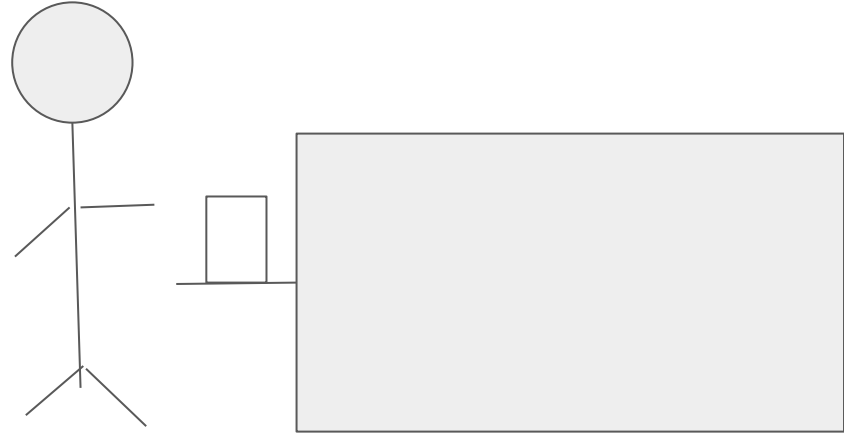
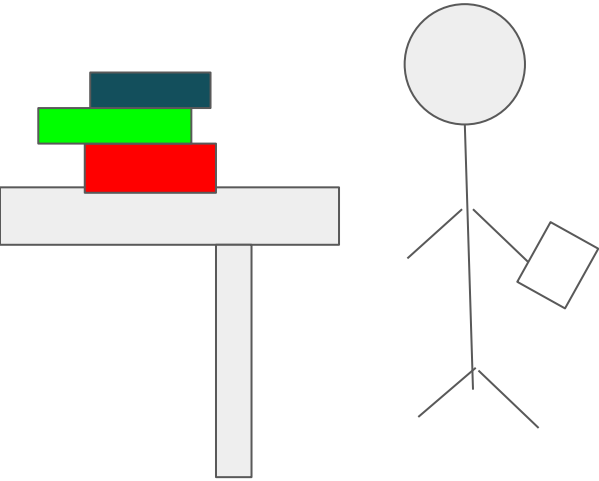


To Harry's surprise and delight, he discovered that the Vanilla Workout app has a built-in schedule creator. He sets up each of his four chosen exercises so that each one lasts twenty minutes, giving him an eighty minute workout routine as well as giving him enough time to clean himself up afterwards.

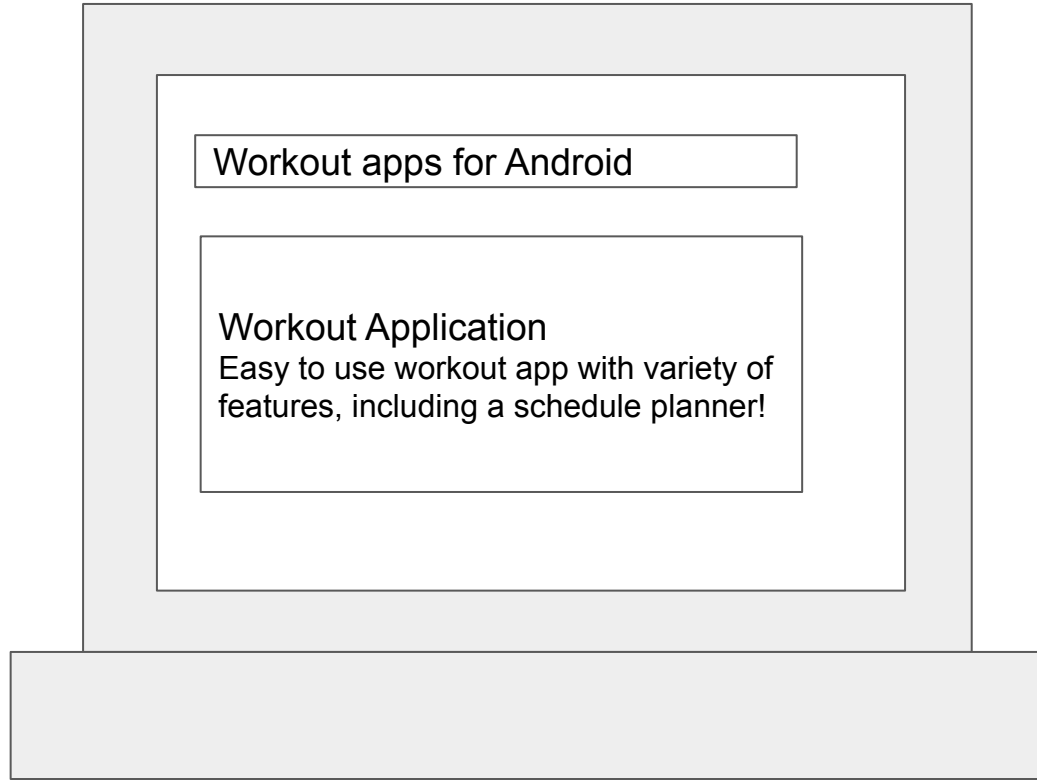
After two weeks of use, Henry finds that the Vanilla Workout app is incredibly helpful for him. He's been able to consistently follow his eighty-minute workout routine without fail, while still maintaining his grades in college and arriving to Kroger on-time.



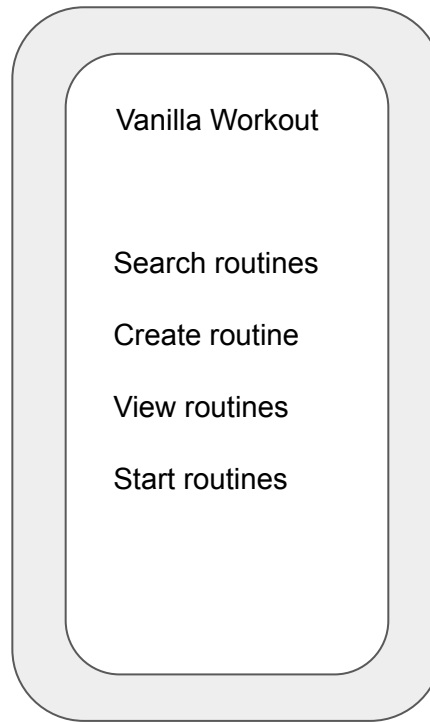
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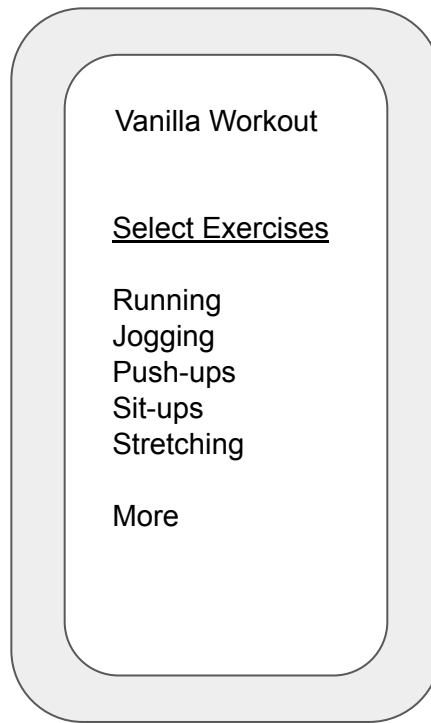
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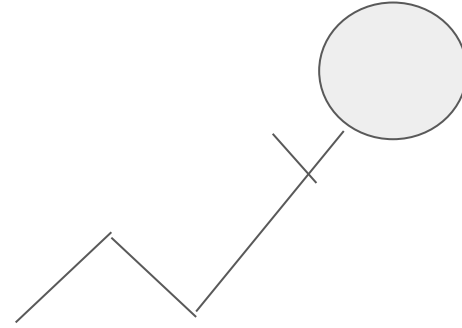
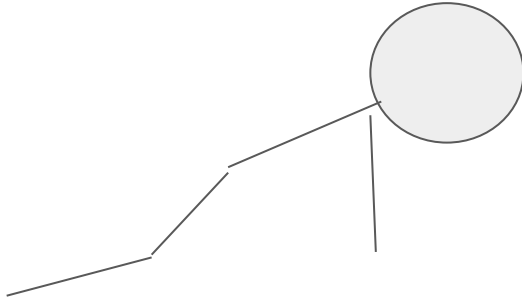
Vanilla Workout

Create  
Schedule

Duration of  
Exercise 1:

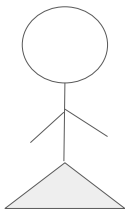
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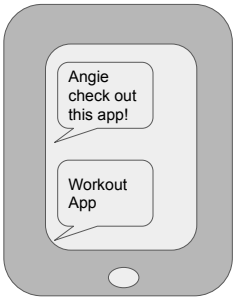


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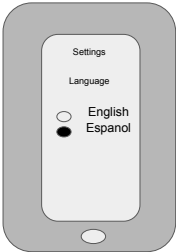
Walmart



Angela Rodriguez is a busy girl. With her trying to get her Associates in Science degree and the night shifts at walmart, she is incredibly stressed. The fact that she also tends to not take care of her own health made her realize that she needed to stay fit but she didn't know how.



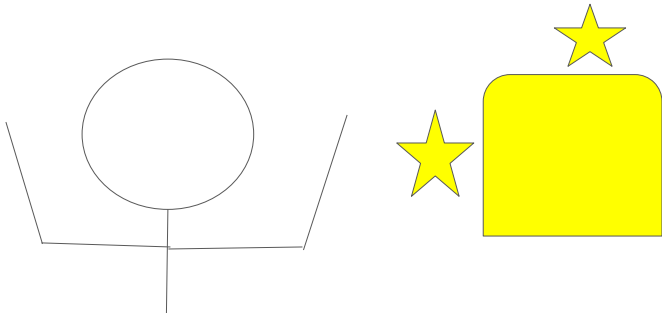
Scrolling on her phone one day, Angela receives a text from her friend telling her to look at this new app that helps tailor fitness to the user. Angela laughed at first but promised her friend she would take a look at it.



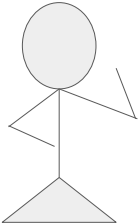
After downloading the app and looking through, Angela was able to realize that most of it was in English, her second language. So she looked and saw a "Settings" button that would change the language to Spanish within it. Afterwards, she realized she could use the app and thus began her workout journey.



Angela was relieved to also see that there were plenty of creators that spoke Spanish and quickly picked up the different ways to view the content whether that was through following individual creators or looking at her daily feed.

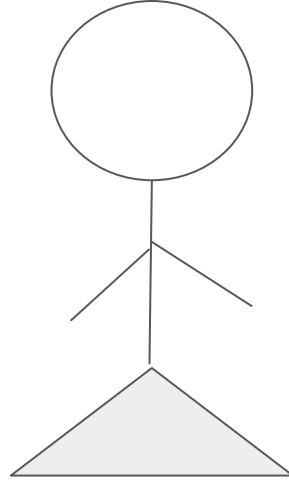


After each workout that was completed, Angela would get a bell noise and celebratory message that caused her to feel accomplished that was making progress. She couldn't wait to hit her weight goal.



Angela working out consistently with the program made her feel like she was making genuine progress. After seeing how people started to follow her and comment on her different workouts, Angela kept being motivated and continued using the app.

**Walmart**

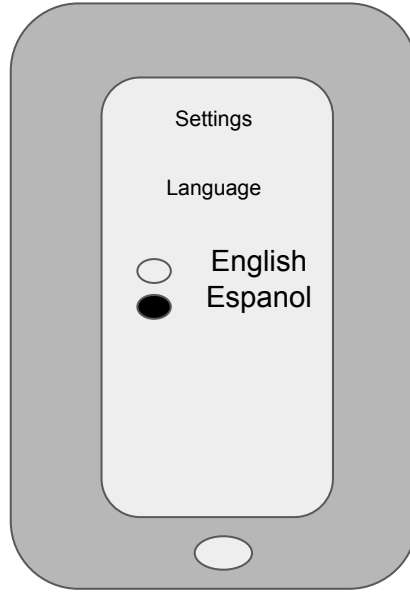


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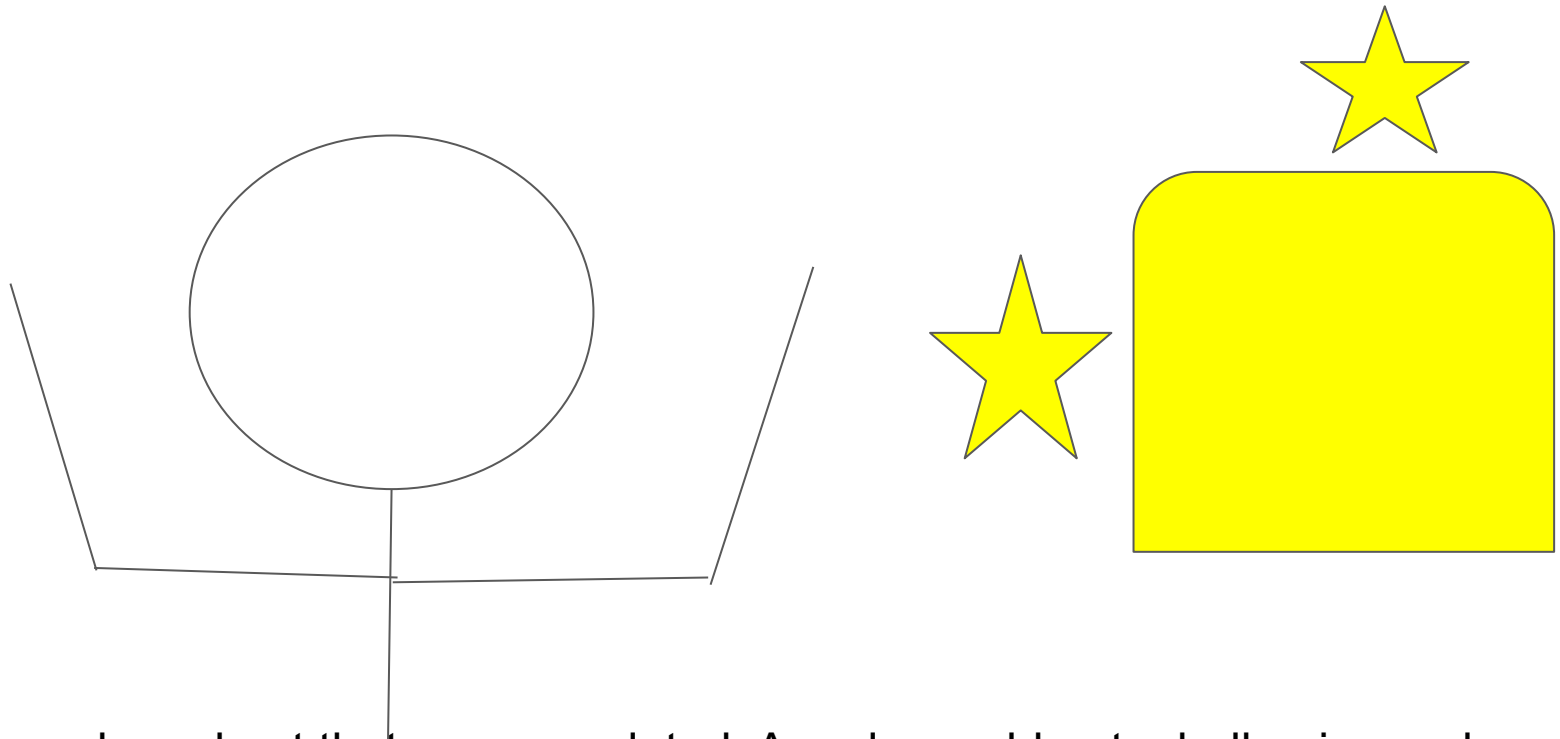
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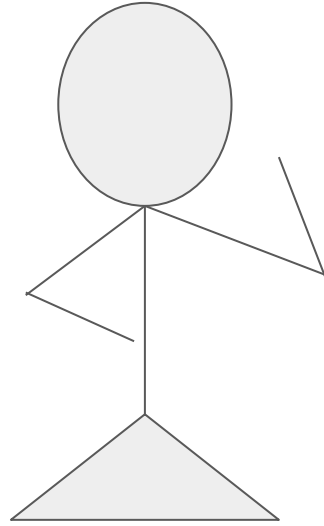
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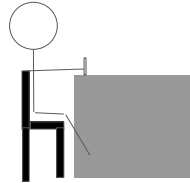


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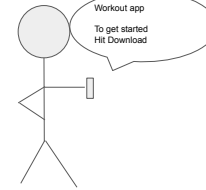
Ben used to spend the majority of his time practicing track and staying in shape while in high school. As one of the fastest kids in the school he made sure to be at peak athleticism.



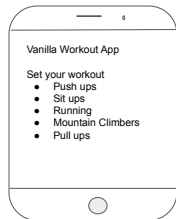
But, once he graduates high school he realizes how he has very little time for anything other than work, and he wants to get back in shape.



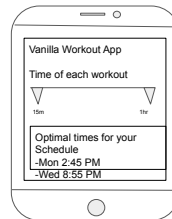
Although, he didn't decide to give up and stumbled upon a workout app that really peaked his interest. So, he decided to download it and see exactly what it had to offer.



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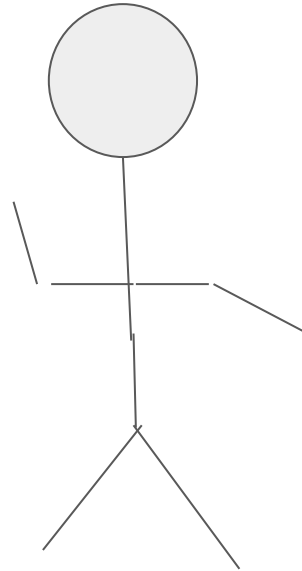
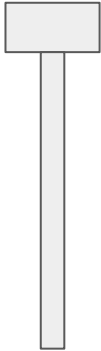
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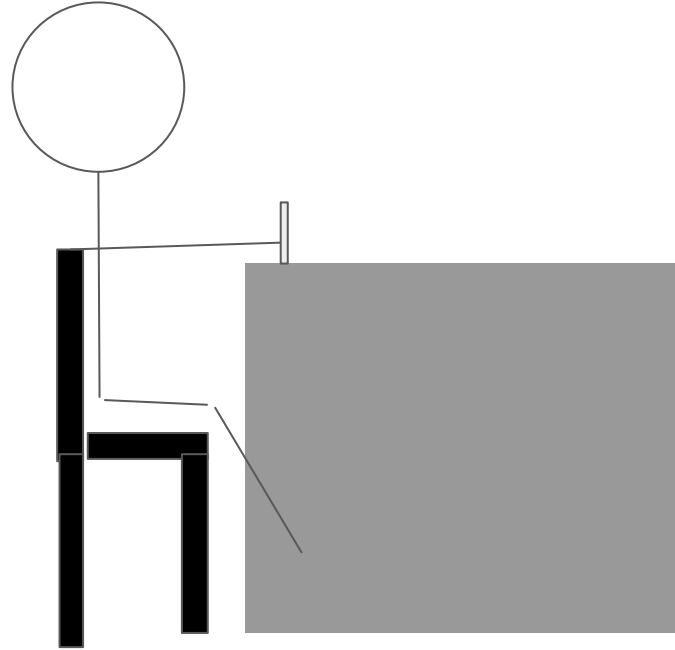
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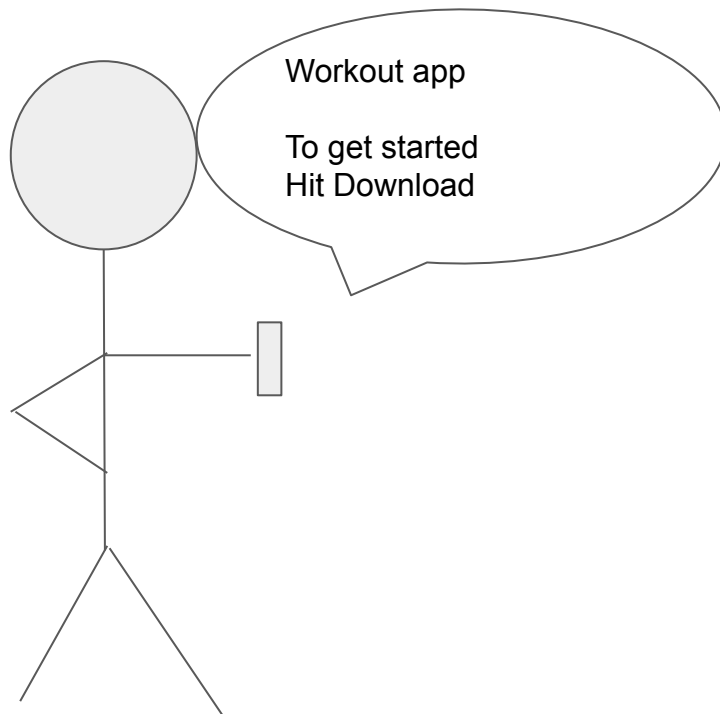


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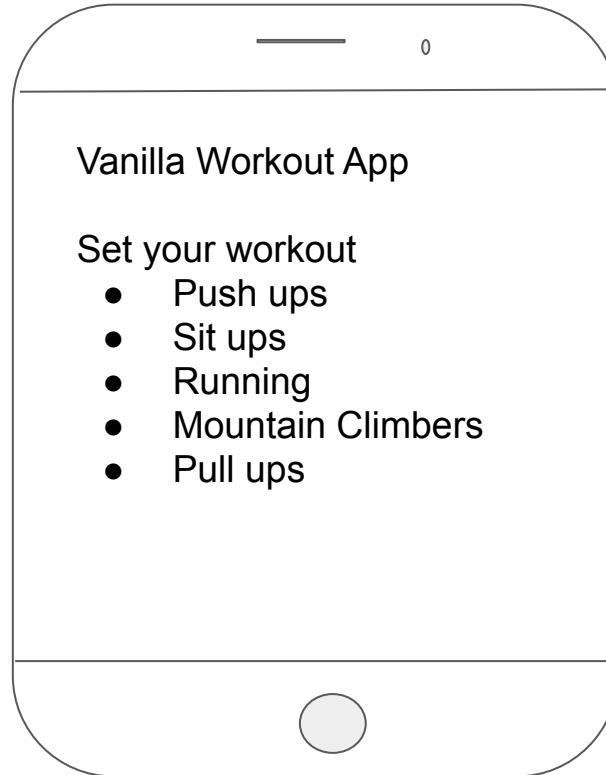




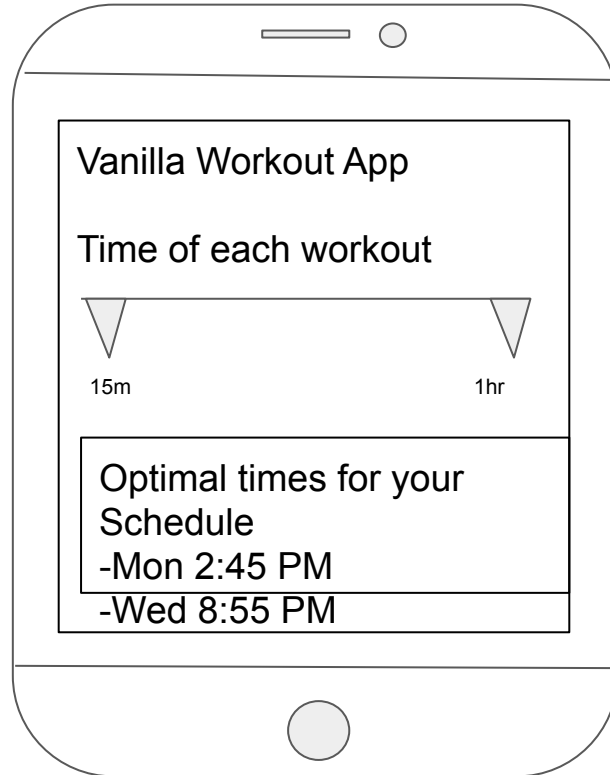
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