

PERSONAS:

Arnold (college student & bodybuilder)

Arnold prioritizes his health above all else. As such, he is an avid gym-goer and has continued to do so here at RPI, training to become a bodybuilder. He also recognizes that nutrition is equally as important as exercise. So, he is searching for a calorie tracker app. However, he has recently begun cooking meals for himself, and finds that existing calorie apps fail to meet his needs. Though they have custom food entry options, the user is expected to provide all the nutritional information. That is when Arnold comes across Calorie Guru—an app that has a recipe function to best predict the nutritional value of one of his homemade meals.

Joe (college student)

Joe is a college student who is, no pun intended, your average Joe. He attends RPI with the hope of becoming a world-renowned software engineer. However, just the other week, he spent too much time secluded in his room to work on his Data Structures homework that he ate nothing but junk food. The next morning, Joe got sick. It was as he went to the shitter for the tenth time that morning that he realized he needed to take better care of what food went into his body. So, he began his search for a calorie tracker app. That is when Joe came across Calorie Guru—an app that allows for you to easily track your daily nutrition through clean, simple visuals.

Gabriel (college student & comedian)

Gabriel performs comedy across the RPI campus with the improv comedy troupe at RPI—Sheer Idiocy. Because of how busy the group has been in recent semesters, he has not had the time to take care of his body. He is now obese. Due to health concerns associated with being overweight, the doctor has recommended Gabriel to download a calorie tracker app. That is when Gabriel comes across Calorie Guru—an app that can help him log all of his meals in a day.