

# Parker Brandt

age: 19

residence: Columbia, SC

education: Current College Student

occupation: Waiter during the summer

marital status: single :(



*I wanna feel something, even if it's only a pump*

I ONLY GO TO THE GYM, OCCASIONAL CLASSES BUT MOSTLY GYM

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

A wonderful and exquisite pump at Strom or Blatt

## Needs

- I want to schedule my gym time better
- I need to be able to fit a pump into my busy day

## Values

- A high quality pump
- competition with friends
- a healthy lifestyle

## Wants

- I want a better way to track my calories
- I want to compete with my friends

## Fears

- Losing my gains :(
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