

# Patrick Dunn, By: Dylan Anderson

age: 31

residence: Spartanburg, SC

education: BA Computer Science

occupation: App Designer

marital status: Married | No children



*"I love programming and designing apps"*

Patrick enjoys programming and designing apps. He's innovative, ambitious, and understands what younger users want and expect in an app. Patrick wants to kickstart his young career, and hopefully start his own family soon.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Creating useful and well-designed apps that users find helpful.

## Needs

- App interface
- Main feature to track how crowded the gym is
- Feedback from target market

## Values

- User experience
- App usefulness
- Easy to use interface

## Wants

- Modern/Trendy UI
- User profile feature
- Messaging feature
- Feature that creates workout plans for users

## Fears

- Creating a bad app
- Disappointing customers
- App bugs/breaking

# Davis Hartley, By: Joshua Natkin

age: 26

residence: Columbia, SC

education: Currently in Grad School

occupation: Accountant

marital status: Single



*"I love to live a good and healthy life"*

Spends days studying and occasionally goes out with friends. He goes to the gym four times a week and has classes with a side job

## Comfort With Technology

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## Needs

- Needs to go to the gym 4 times a week
- Three meals a day
- Constant flow of money

## Values

- Relationships
- Healthy body
- Time management

## Criteria For Success:

Having a good state of mind, and to do well in school. He also needs to workout, live a healthy life, and manage his time well to feel successful.

## Wants

- Good job
- To be healthy
- To see if the gym is crowded before he goes

## Fears

- Wasting time
- Failure
- Being rejected from his job

# John Naas, By: Keith Crase

age: 39

residence: Columbia, SC

education: Doctorate

occupation: Professor

marital status: Single | No children



*"My students come first in everything I do."*

John has a background of working with the University of South Carolina and he recently accepted a job offer to teach as a professor. Now that he spends a majority of his time on campus, he wants to use the university's gym to workout.

## Comfort With Technology

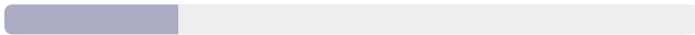
INTERNET



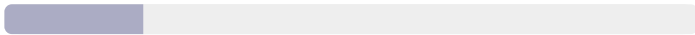
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Access to the gym
- Ability to track availability of machines

## Values

- Simple interface
- Time Management
- A product which can work around his schedule

## Criteria For Success:

Using the university's gym to work out after office hours.

## Wants

- Ability to track progress
- Product that recommends which gym is free

## Fears

- Inaccurate tracking
- Complex design
- Lack of features

# Alexis

age: 20

residence: Columbia, SC

education: Junior in college

occupation: server

marital status: single



*"My college coursework is one of my major stresses, so the gym is a major outlet to relieve stress."*

My days usually consist of classes, gym, and work.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

good grades and a busy schedule

## Needs

- to know when the gym is busy so students can plan when they want to go
- to know when people enter and leave

## Values

- track data of when gym is most crowded
- notified when gym is busy

## Wants

- free app to use
- visually appealing
- some time of reward system for checking in

## Fears

- track user location while using app
- bright colors and big font
- require students to register with school email