

# Brandon Lamar

age: 19

residence: Charleston, SC

education: Sophomore at University of South Carolina

occupation: Student

marital status: Single



*"Do the best you can until you know better. Then when you know better, do better" - Martha Stewart*

Studies and Spends time with Friends

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Have fun at College and help Others

## Needs

- To Be able to Review Restraunts
- To be able to Review Meals

## Values

- Reviews
- Comments
- Seeing what Others Say

## Wants

- To be able to view overall restaurant reviews
- To be able to view overall meal reviews
- To see comments others left

## Fears

- A Non-Social Platform

# Harrison Greeter

age: 18

residence: State College, PA

education: Freshman at Penn State

occupation: Student

marital status: Single



*"Be Free and Live Life Fully" - Carolina Shaw*

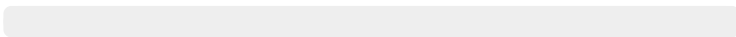
Study as an undeclared major in College and have fun.

## Comfort With Technology

INTERNET



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## Criteria For Success:

C's get Degrees

## Needs

- To find where the good food is
- To see what dining halls are open

## Values

- Having fun
- Seeing what friends are doing

## Wants

- To see where his friends are eating
- To comment on others posts

## Fears

- App won't work

# Melissa Burke

age: 34

residence: Long Island, NY

education: Masters in Sports Medicine

occupation: Fitness Instructor

marital status: Single Mother



*"Health is not valued until sickness comes" - Thomas Fuller*

Works in a local gym and takes care of her kids after school

## Comfort With Technology

INTERNET



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SOCIAL NETWORK



## Criteria For Success:

Work Hard and Support her Kids

## Needs

- To use as a service
- To use with her kids and clients

## Values

- Sharing helpful nutritional info
- Helping Others

## Wants

- To contact her clients
- Help others with the app
- A Referral Code system

## Fears

- Expensive App
- Bad User Interface

# John Aganar

age: 20

residence: Columbia, SC

education: Student at the University of South Carolina

occupation: Social Media Influencer

marital status: Single



## *"They Don't Know Me Son" - David Goggins*

Goes to the gym daily to create content for social media. Also does food reviews and nutrition reviews for food.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Social Media Follows and Views

### Needs

- To Track Food Macros
- To View Nearby Restaurants

### Values

- In-depth Info
- Good User Interface
- Good Brand Deals

### Wants

- A social aspect to the app (Sharing Data)
- Online Profiles on the app

### Fears

- Subscription memberships
- Lack of Features.