

Angela Rodriguez

age: 19

residence: VA

education: High School Diploma

occupation: Cashier at Walmart

marital status: Single



"Always looking towards the clouds."

Angela works as a cashier at her local grocery store while also attending college to get her Associates in Science. Juggling work and school, Angela has little time left to herself at the end of the day.

Comfort With Technology

INTERNET



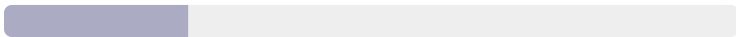
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Angela wants to be able to see her results quickly and efficiently

Needs

- The content is able to be read in Spanish
- There is content that is made in Spanish
- Easily translatable

Wants

- Wants a reward with each time she completes a workout
- A feature that could allow her to opt out of using social media
- A way for her to text to her family the progress that she is completing without closing the app fully

Values

- Privacy
- A high speed connection and having reliable access to the app

Fears

- Failing completing something that she has set her mind to
- Fears others might get into her personal information