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| <p><b>PHOTO:</b></p>    | <p><b>NAME:</b> Alex T.</p> <p><b>TAGLINE:</b> Study hard, work hard</p> <table border="1" data-bbox="542 268 1536 611"> <tr> <td data-bbox="542 268 1024 611"> <p><b>BACKGROUND:</b></p> <p><b>AGE:</b> 20<br/> <b>ROLE:</b> NJIT Student<br/> <b>FIELD OF STUDY:</b> Biology B.S<br/> <b>COMPUTER EXPERTISE LEVEL:</b> Medium</p> </td><td data-bbox="1024 268 1536 611"> <p><b>MAIN POINTS:</b></p> <p>Very focused on her career and finding an internship</p> <p>Academics before anything else</p> <p>Would like to stay in shape, but does not know where to start</p> </td></tr> </table>   | <p><b>BACKGROUND:</b></p> <p><b>AGE:</b> 20<br/> <b>ROLE:</b> NJIT Student<br/> <b>FIELD OF STUDY:</b> Biology B.S<br/> <b>COMPUTER EXPERTISE LEVEL:</b> Medium</p> | <p><b>MAIN POINTS:</b></p> <p>Very focused on her career and finding an internship</p> <p>Academics before anything else</p> <p>Would like to stay in shape, but does not know where to start</p> |
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| <p><b>GOALS:</b></p> <p>To get an internship for the summer.</p> <p>Get toned by the end of the semester</p> <p>Find classmates to workout with to stay motivated</p>  | <p><b>NARRATIVE:</b></p> <p>Alex is a second-year Biology student at NJIT. She is 20 years old and does not know how to change her life into a healthier one. Alex was never one to be very sporty. She did well in her P.E classes back in high school, but was always more focused on her AP Bio and AP History courses. After she graduated, Alex completely stopped working out, primarily, because she no longer had P.E as part of her curriculum. She is taking 16 credits this spring semester and is part of the Women in Biology Society and the chair of the “Do Something” club, which meets 3 times a week.</p>  |   |   |
| <p><b>FRUSTRATION AND PAIN POINTS:</b></p> <p>Feeling intimidated by gym goers</p> <p>Not having enough time to workout</p> <p>Lack of motivation to go to the gym because she doesn't have anybody to go with her</p> | <p>Alex is also trying to get an internship for this summer; so she signed herself up for an undergraduate research team. She is excited to be in the team and hopes that the experience manages to impress companies at next semester's career fair. Because of all her extracurricular activities unfortunately, Alex feels very stressed out. Her sedentary lifestyle and anxiety has led her to crave and consume comfort foods; meaning lots Ben and Jerry's cookie dough ice cream and Lays potato chips!</p>   |   |   |
| <p><b>SCENARIOS:</b></p> <p>Would use a gym life logging app to see what others do in the gym, helping her not feel as intimidated approaching established gym goers</p>   | <p>Lately, Alex has been thinking about going to the gym. She has noticed that she is always out of breath going one flight of stairs and that she is having more difficulty fitting into her old jeans. However, she does not know how and where to start. Alex has a very hectic schedule, but she does have two, free, weekly hours on campus. However, despite this being enough time for one to two workouts, Alex usually finds other excuses not to go because she is scared and nervous to start, especially because she was never part of a sports team back in high school.</p> <p>She also has a lack of motivation to go. One of the main causes for her lack of motivation, is that she hasn't been able to find people to workout with during her free hours. She has asked her two friends, Jess and Ally, but they don't like being physically active and say “they would much prefer to binge watch the latest season of Law and Order” in their dorm after a long and stressful day of classes.</p> <p>Alex has tried to befriend other gym goers she, but has found it</p> |   |   |

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|  | <p>difficult. She has visited the new wellness center, but has quickly left after seeing others coming with their established cliques. It is quite hard to go to the gym alone because there isn't as much motivation compared to going with friends. Alex just hopes she can find some people soon to begin her fitness journey.</p> |
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