

Jessica Jacobs

Full-time undergraduate student involved with a lot of on campus clubs.
Part-time waitress at Mikuni's

Demographics

- Ages 18-30
- Skews females
- busy lifestyle
- strives to be active but doesn't have the time, or doesn't know where to start.

Goals and Challenges

- help kick start fitness back into the routine lifestyle.
- make working out thoughtless, fun, and challenging.
- build a community of people with the same fitness goals through Fit Fifteen.

Values and Fears

- values efficiency, easy to use platform.
- afraid that the program won't work out for her.



We all know that “get a summer body” is on your New Year’s resolution, but you won’t tell anyone because you’re afraid you won’t reach your goal in time. Join Fit Fifteen now and turn your summer body into a yearly body! This lifestyle workout plan will follow you wherever you are!