

# Bob Mack

age: 25- 30

residence: State, city, or even neighborhood

education: bachelors

occupation: Accountant

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

Works many hours and tries to make time to workout efficiently, while also making time for personal interests.  
also wants to eat healthy and wants to maintain their weight.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Track calory intake
- Track workout efficiency
- What nutrients you need for the day

## Values

- Interface and accessibility.
- Simple interactions.

## Wants

- A already made workout plan to choose from that is different in lengths in time
- Best times to eat and how much to eat

## Fears

- Too many options to consider
- Incorrect calculations and tracking.

# Damien Wayne

age: 20-30

residence: State, city, or even neighborhood

education: BSE Computer Science

occupation: Admin

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

An admin that oversees the new content and features being added to the app.

## Comfort With Technology

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MOBILE APPS



SOCIAL NETWORK



## Needs

- A simple interface to allow for easy upgradeability
- A easily understandable FE and BE code.

## Values

- Reliabilty
- Speed

## Criteria For Success:

What's needed in order to make him or her feel successful.

## Wants

- Program stability

## Fears

- Crashes and Major bugs
- User dissatisfaction

# Naomi Suzuki

age: 18-25

residence: State, city, or even neighborhood

education: High School

occupation: Full time Student

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

University student who is trying to live healthy while also trying to save money.

## Comfort With Technology

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## Criteria For Success:

What's needed in order to make him or her feel successful.

## Needs

- Simple healthy recipes
- A list of exercises that they could use

## Wants

- A relative pricing per ingredient
- A configurable workout plan
- Guides to creating a effective diet
- Workouts that

## Values

- Simple System that allows for easy configurability

## Fears

- Data leaks

# James Concord

age: 30-45

residence: State, city, or even neighborhood

education: College

occupation: Accountant

marital status: Married, single, with kids, without



*A quote from to help define their voice and personality.*

A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

INTERNET



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MOBILE APPS



SOCIAL NETWORK



## Needs

- Support from higher ups
- Simple Interface

## Values

- Very detailed
- Simplicity

## Criteria For Success:

What's needed in order to make him or her feel successful.

## Wants

- Reliable

## Fears

- Data Leaks

# Joan Perez

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

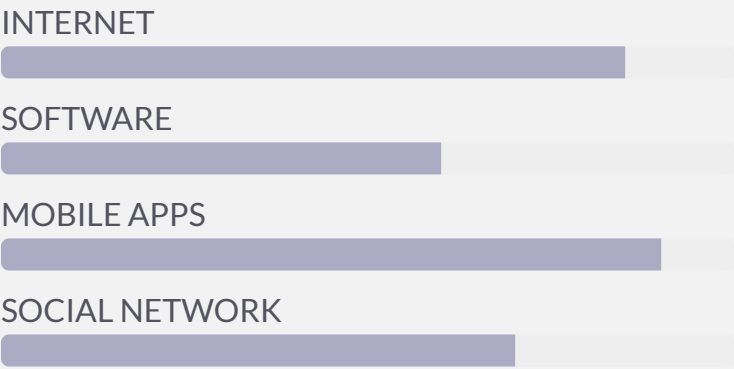
marital status: Single | No children



*My students come first in everything I do.*

Joan is a 26-year-old teacher living in Charlotte, NC. She recently graduated from university and started her career in education. With a busy schedule teaching and managing extracurricular activities, Joan finds it challenging to prioritize her health and fitness goals. She's noticed a decline in her energy levels and overall well-being due to irregular eating habits and lack of exercise.

## Comfort With Technology



## Criteria For Success:

Maintaining consistency in her routine, seeing visible progress in her fitness and well-being, and feeling more energetic and healthier overall.

## Needs

- Needs tools that fit effortlessly into her busy schedule.
- Seeks features that keep her inspired and consistent with her goals.

## Wants

- Practical advice on meal planning and food choices tailored to her preferences and goals.
- Visual feedback on her fitness journey, including workout, nutrition, and weight tracking, to stay motivated.

## Values

- Time savings
- Products that easily fit into her current workflow
- Resources that improve her health knowledge

## Fears

- Not seeing results despite her efforts
- Cutting into already sparse free time
- Her busy schedule might hinder her health goals

