

# Ryan Smith

age: 36

residence: Boston, MA

education: Bachelor of Science in Political Science

occupation: Contractor

marital status: Married with kids



## *Need to get back in fighting shape*

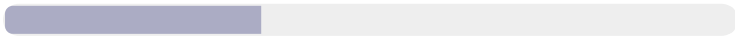
Army Veteran who has been adjusting to a desk job. Wants to lose the weight he's put on since leaving the service by sitting all day.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

I need a routine like I had in the Army. Something that translates to the Military style PT I'm used to.

### Needs

- Consistency and repetition.
- Weight loss and general fitness over muscle tone
- Needs to be something I can do 3-4 days a week
- Low impact due to knee injuries

### Values

- Straight and to the point instruction
- Ease of use day to day

### Wants

- Lose 10-20 pounds and keep it off
- Feel more energetic
- Look forward to the gym at the end of the day

### Fears

- Confusion of workouts leading to giving up
- Further injury due to ignorance of proper form

# Brynn Saunders

age: 27

residence: Annapolis, Maryland

education: University of Pennsylvania

occupation: Accountant

marital status: Single



*I true home body trying to develop a more active lifestyle.*

With an office job during the week, my life is pretty sedentary. I played sports all of my childhood and stopped when I entered University. Now I go to work, go home and relax, maybe go grab drinks with my friends.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

I need a plan to help me get back in shape. Since I once was pretty active I have a distant idea of fitness but I need reminders, guidance and proper plans to feel improvement but not push myself to burnout.

## Needs

- Proper, clear instructions about workouts and equipment.
- A plan geared specifically for me, looking at my past experience and evaluating my state now.
- To be an active individual with a desk-bound job.

## Values

- Efficiency and directness in instruction.
- Motivational support.

## Wants

- I want to feel healthier.
- I would like to maybe lose a few pounds.
- I would like to gain some muscle, and tone up.
- Overall look healthier.

## Fears

- Embarrassing myself in a fitness setting.
- Not seeing or feeling any progress.

# Leeroy Jenkins

age: 36

residence: New York

education: Bachelor of Science in Elementary Education

occupation: Science Teacher

marital status: Married with kids



*I started putting on some weight and decided its time to workout.*

I usually spend most of my day teaching at a elementary school. However, I spend my free time playing video games and watching movies with my family.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I need to learn how to properly workout because I have never worked out in my life. Once I lose some weight, I'll feel successful.

## Needs

- I need to learn proper workout routines.
- I need to prioritize losing weight over gaining lots of weight from muscle building.
- I need help with keeping the weight off.

## Values

- I value being helpful and useful.
- I value people who are ready to help those who want to better themselves.

## Wants

- I want to lose at least 10-20 pounds.
- I want to be able to move active with my family.
- I want to have better health overall.

## Fears

- I fear that I won't be able to accomplish my weight goals.
- I fear that I won't keep up with the workouts.

# Trey Lance

age: 20

residence: North Dakota

education: North Dakota State University

occupation: Quarterback for the North Dakota Bisons

marital status: Single

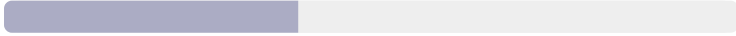


*This app has helped me get strong and develop my game on the field*

I spend most of my day on campus practicing, running drills, watching film, and studying the team playbook.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I need to workout and see my strength improve over time. I enjoy being organized and knowledge about what I am doing to feel successful

## Needs

- I need to keep up with my workouts so I will not fall behind in strength.
- I need to be strong as a dual-threat quarterback.
- I need to understand how to successfully complete exercises.

## Values

- I value hard work and diligence
- I value greatness

## Wants

- I want a good career in the National Football League.
- I want to outwork anybody on and off the football field.
- I want to support his family.

## Fears

- I fear failure
- I fear being useless in times of need