JOHN

"As a volunteer coach and supporter of local sports charities I really want to try to keep in shape for the kids so that I can do my best for them in both funding and physical activities."

The 'Casual Miler'

Age: 35
Job: Accountant
Activity level: Low to Middle
Motivation: Local Charity Support, Exercise.

Home

Hobbies

Tech

Behavior
- Donates yearly
- Donates randomly when prompted
- Prefers local charities
- Playing games that don't need internet
- Exercises Outdoors and Indoors

Behavior with Charity Miles
- Uses the app a few times a week.
- Found the app through a friend
- Uses when walking to work
- Doesn't like to share every walk
- Chooses charities at random
- Wants to help charities with less support

- Feels connected when using social media.
- Raising money for charity.
- Loves to meet new people
- Likes working out with friends.
- Competing with friends.
- Setting and meeting goals.

- Didn't know the team feature existed.
- Forgets to turn on/off the app.
- Takes too many steps to finish a session.
- Large ad gets shared instead of personal achievements.
- App doesn't save activity when offline.

Needs
- Join/Find groups and people to walk and run with based on proximity.
- Notifications to start app.
- Ability to set goals.
- Incentive to walk more. (local charities)
- Ability to see other members profiles.
- Seeing CM sponsored athletes.
- Social community within the app.
- Ability to show off achievements.

Social
- Would join people based on proximity.
- Would join groups to walk/run.

As an accountant who happens to love a good beer, John finds it difficult to keep in shape for the volunteer coaching position he enjoys. He uses Charity Miles whenever he remembers as he loves to be able to help out local charities, but, as he is quite busy, he tends to forget to turn it on, almost as much as he forgets to get some exercise in during the day. He wants to be able to be reminded to both turn on the app and to work out so that he can feel better, both inside and out!

Applications used: