

The 'Potential Miler'

Age: 23

Job: College Student

Activity level: High

Possible Motivation: Charity Support,
Exercise.

Home



Hobbies



Tech



Behavior

- Donates (his time) monthly.
- Likes to support family and friends however he can.
- Uses fitness apps daily
- Competes with colleagues/classmates
- Randomly donates when prompted
- Shares some activity on Facebook and Instagram
- Needs transparency to give to charities.



- App details on his "Today" widget.
- Enjoys competition and comparing stats.
- Likes working out with friends.
- Loves to meet new people.
- Feels connected when using social media.
- Setting goals
- Being notified about events.



- Worried about battery drain.
- Needs privacy in profiles.
- Inaccurate GPS.
- Cluttered interfaces.
- Complicated apps.
- Apps not working together well.

Needs

- Total contribution to charity (on profile and team page)
- Ability to set goals.
- Ability to see other members profiles.
- Log of distances and total raised.
- Social feature within the app.
- Ability to show off achievements.
- Details on charities.
- Integration with other apps.
- Find/Join teams based on proximity.
- Find/Join teams for running/activity.

Social

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



As a young and active guy, Eric moves around a lot. Although he doesn't have a lot of money, he is always trying to volunteer his time whenever he can, which he loves to do only slightly more than I he loves to be competitive. Charity Miles would give him the ability to be 'sponsored' so that he can help support the charities that need the most help, while being able to see what his friends have been up to and be able to one-up them in their miles and contribution.