DEBBIE

"As a marathon runner and supporter of the ASPCA, I want to be able to set goals and quickly see them so that I can focus on my training while feeling good that I am doing it for a good cause."

The 'Marathon Miler'

Age: 42
Job: Professor of Science
Activity level: Very High
Motivation: Supporting friends and family, Exercise.

Home | **Hobbies**

Tech

Behavior
- Donates to local and well-known charities.
- Connected to the charities to which she donates
- Uses fitness apps daily
- Exercises indoors and outdoors
- Exercises 5-6 days a week
- Not active on social media

Behavior with Charity Miles
- Uses the app daily.
- Chooses the same charity most of the time.
- Runs and walks with the app
- Has never used the team feature.

☺
- Likes to see summaries of her runs per month.
- Likes to see total amount raised.
- Enjoys competition and seeing others stats.
- Likes to meet people with similar interests.

☹
- Has to go into the app to see current activity information.
- No integration with other apps.
- Not enough detail on profile/history.
- Too many steps to end a session.
- Doesn't know how the team feature works.

Needs
- "Today Widget" information on her current contribution/goal.
- Ability to set goals.
- Integration with other apps.
- Detailed log of activities on profile and in history.
- More clarity on the team feature.
- Ability to see other members profiles.

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

Debbie, an active and busy mother of two children, fills her time with so many things that it's hard to keep track. Between taking care of her kids and training for marathons, she barely has time to give back to the community as much as she'd like. After hearing about Charity Miles she realized that she could do something for the charities that she loves while she is training, and would use that as extra motivation to push that last mile.

Applications used: