User profiles

Jane

Age 23

Job: Event Planner

Likes to: Go to the bars, hang out with friends, and dance.

Reason to wear a Fitbit: She likes competition; She wears her fitbit in order to compete with her friends and family.

John

Age 56

Job: Manager

Likes to: Read and work out

Reason to wear a Fitbit: Loves fitness and likes any device that can get him moving.

John and Jane are family, and they enjoy facing each other in fitness competitions like the ones available to fitbit users. Unfortunately, due to John’s age and sedentary job, he always loses to Jane despite the fact that he makes more of an effort to work out. Both users want a way to compete more fairly. John so he can have a chance at winning, and Jane so she can feel better about winning.