

# Coach Charlie Cord

age: 45

residence: Columbia, South Carolina

education: Earned his Physical Education Degree

occupation: High School PE teacher and football coach

marital status: Married with 2 kids



*"If you don't come in first, then what is the point?"*

Coach Cord wakes up every day at 4:30 am, makes a protein shake, and runs 10 miles. He then gets ready for his day and drives his two children to school. Next, he arrives at the high school where he works and sets up for the PE classes. After school, he coaches his Division 1 football team, which rarely loses a game. Then, he goes home and has dinner with his wife and two children. Finally, he goes to bed around 10pm to ensure he has enough energy to repeat it all again tomorrow. (Persona by: Stella Garcia)

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Winning is everything to Coach Cord. Not only does his team have to win, but they have to win against other teams that are just as competitive and strong as his. He wants his team to be the very best that they can be, and pushes his trainees as hard as he can.

## Needs

- Currently, there are not too many schools in his district that are real competition for his team. He needs to challenge his team with some new opponents
- The school budget is pretty low, so he needs his solution to be cheap/free
- A way to keep track of his wins/lost/ties

## Wants

- Coach wants a way to connect his team to other teams with the same winning mentality. He is tired of going against easy teams, and wants a challenge.

## Values

- Hard work/drive
- Competitiveness
- Motivation
- Winning

## Fears

- Coach does not fear anything, but if he did, it would be losing in a humiliating way.



# Dale Jenkins

age: 33

residence: Wichita, Kansas

education: Earned his Ph. D. in Medicine

occupation: General Physician

marital status: Single



*"Staying active inside and outside of the workplace is what keeps me going."*

Dr. Jenkins loves waking up at 5:00 A.M. to get in a run, and he is at the clinic by 7:00 A.M. after a healthy breakfast. His love for people shines through his general care throughout the day. After work, Dale loves to play basketball with friends from grad school, although he is feeling burnt out from playing the same people every day. He finishes his day by cooking dinner and heading to bed at around 9:00 P.M.

(Persona by: Joshua Fugate)

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## Criteria For Success:

In order to truly feel positive day after day, Dr. Jenkins must find himself staying continuously active from morning to night. His concept of self-care is admirable, and he only wants the best for others along with himself.

## Needs

- The sense of accomplishment from everyday activities
- The ability to help people
- A faster way to find other competition for his group of friends

## Values

- Honesty
- Health
- Optimism

## Wants

- An efficient way to meet other local basketball players
- New basketball shoes
- A golden retriever

## Fears

- Not having the ability to stay healthy
- Snakes

# Josh Swayze

age: 21

residence: San Diego, California

education: Enrolled at San Diego State

occupation: Part-Time Waiter

marital status: Single



*"Make the best of every day. Be active, productive, and stay positive."*

Josh loves waking up early in the mornings and eating a hearty breakfast. He believes in getting his schoolwork done as early as possible. He then likes to hit the gym, drink his protein and creatine, and eat another meal before lunch. He goes to his classes for the day and then goes to his local restaurant to work his shift. When he doesn't have work, he loves to play basketball. He ends the day with a healthy dinner and goes to sleep always before 12:00.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Josh is very passionate about his schoolwork and wants to make his friends and family proud. He believes that the key to staying happy is being active and exercising almost every day.

## Needs

- A way to connect to other basketball players
- Exercise at least 5 days a week
- Make family proud

## Values

- Reliability
- Work ethic
- Health

## Wants

- A way to make new friends at his University
- A reliable team to play basketball with
- Ability to dunk

## Fears

- Letting family down
- Spiders
- Failure

# Isabella Hernandez, by Elizabeth Frick

age: 20

residence: Tampa, Florida

education: Enrolled at Florida State University

occupation: Part-time Retail Worker

marital status: Single



*"Bettering yourself is so important."*

Isabella wakes up every morning bright and early, ready to start the day right with a healthy breakfast. She then does whatever she has to do for the day, then works out whenever possible. She then goes to bed early, prepared to rest her mind and body for the day ahead.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Isabella always wants to do her best at anything she does. She wants to keep her body and mind healthy, and strives to encourage others to do the same.

## Needs

- To maintain a healthy diet and lifestyle
- Workout and stay in shape

## Values

- Honesty
- Ambition
- Determination
- A nice pair of workout clothes

## Wants

- Explore different ways to workout, but have more fun at the same time
- A way to make new friends with similar interests

## Fears

- Not doing the best she possibly can
- Drowning