

# Name

age: Travis Michaels

residence: Columbia, SC

education: High School Diploma

occupation: Walmart Personal Shopper

marital status: Single



*"Make sure you love what you do in life"*

Travis is an ex-athlete that has decided to go into a technology related career field. Typically he spends most of his time on his computer but most of his friends are athletes as well and since he's fallen out of shape he'd like to working out just to stay active.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Travis needs to feel like everyday he's done something productive and worthwhile.

## Needs

- To know his day hasn't been wasted
- Always be up to date on current events and news
- To have the best technology to use at his disposal

## Wants

- Expand his knowledge as much as he can
- Continue to meet new people and increase his network
- Regain some athleticism and bulk up

## Values

- Having a plan or a schedule for his day
- Friends who plan their futures as well

## Fears

- Failing to get into his desired field
- Becoming someone who does nothing with their time
- Not being smart enough

# Angela Rodriguez

age: 19

residence: VA

education: High School Diploma

occupation: Cashier at Walmart

marital status: Single



*"Always looking towards the clouds."*

Angela works as a cashier at her local grocery store while also attending college to get her Associates in Science. Juggling work and school, Angela has little time left to herself at the end of the day.

## Comfort With Technology

INTERNET



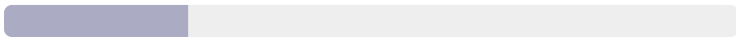
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Angela wants to be able to see her results quickly and efficiently

## Needs

- The content is able to be read in Spanish
- There is content that is made in Spanish
- Easily translatable

## Wants

- Wants a reward with each time she completes a workout
- A feature that could allow her to opt out of using social media
- A way for her to text to her family the progress that she is completing without closing the app fully

## Values

- Privacy
- A high speed connection and having reliable access to the app

## Fears

- Failing completing something that she has set her mind to
- Fears others might get into her personal information

# Ben Wallace

age: 20

residence: Columbia, South Carolina

education: High School Grad

occupation: Amazon Manager

marital status: Single



*"Work for what you need, and it can be achieved."*

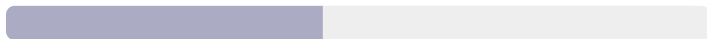
Ben is a hard working man who went straight into working right after high school. A serious issue with Ben is while he had the time for working out in high school once he became an Amazon manager it seems as if his time is being swallowed up. Ben needs help scheduling time for working out and exactly which workouts to do.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

- Ben wants to be able to see his results as quickly as possible.
- Feel as if he is making a change for himself.

## Needs

- The workout plan needs to be clear and concise.
- It needs to show results fast as to make sure Ben doesn't loosen hope.
- It needs to be a quicker workout due to the lack of time while his job.

## Wants

- A lot of workout options to work different sections of the body
- Exterior equipment to help him workout as well.
- Regain previous high school athleticism

**Values**

- Values a hard quality workout.
- Pushing himself to his limit.
- His work above everything else in order to make money for himself.

**Fears**

- He won't have time to workout in order to get his body in shape.
- Working out will make him too tired or exhausted for work.



# Harry Watson

age: 21

residence: Irmo, South Carolina

education: Earned his GED in highschool

occupation: Courtesy Clerk at Kroger

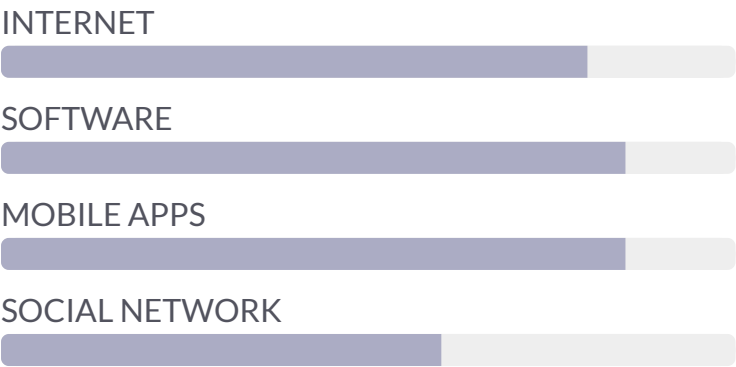
marital status: Single



*"Likes to learn new things and wants to stay healthy"*

Harry is mostly studying for his classes, and when he's not studying, he's either surfing the Internet, working out, or working at Kroger. He likes to stay fit and work out as much as he can, but he isn't really good at keeping a schedule.

## Comfort With Technology



## Needs

- A way to maintain a schedule
- A way to set aside time
- A variety of options for him to chose from

## Values

- Organization
- Learning

## Criteria For Success:

Harry needs to feel like he's learned something. He needs to feel like he's being healthy. He needs to feel like he's achieved his goals.

## Wants

- A simple schedule for his workouts
- A variety of workout options
- Timers so that he knows how long he needs to work out

## Fears

- Missing a workout session
- Disorganization
- Not being healthy