

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."

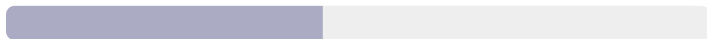
Ben is a hard working man who went straight into working right after high school. A serious issue with Ben is while he had the time for working out in high school once he became an Amazon manager it seems as if his time is being swallowed up. Ben needs help scheduling time for working out and exactly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

