

Fred Pearson

age: 19

residence: Columbia

education: University of South Carolina

occupation: Student

marital status: Single



"The gym is not only physically beneficial but also mentally."

I just started trying to go to the gym but I am both unexperienced and find it hard to go and quieter hours. I know there are plenty of fitness apps out there to help but they are all money or very confusing. There must be a simpler solution.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- - Planning and Scheduling Options
- - Group Workout Sessions
- - Notifications encouraging me to workout

Values

- - Time Management
- - Calm and Collective
- - Collaborative

Criteria For Success:

I believe that with a successful and manageable fitness app, I can finally start seeing results and feeling better about myself

Wants

- - A coach to help teach exercises to beginners
- - Customer Service Number for questions or problems

Fears

- - Absence of Love
- - Unemployment
- - Death
- - Failure

Tyler Cobb

age: 29

residence: Bushville, Arizona

education: B.S . Chemistry form the University of Southern California

occupation: Business Owner of a successful Salad Resturant

marital status: Married, Single kid



Pump Iron and Eat Salad!

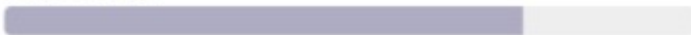
A quick summary of behaviors and practices like how he/she spends their day.

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SOCIAL NETWORK



Needs

- A healthy lifestyle
- Different passions in life
- A Raiders SuperBowl

Values

- Family
- Experiences
- Friends

Criteria For Success:

Maintaining a successful business

Wants

- More children
- True happiness
- A Raiders SuperBowl

Fears

- Spiders
- Failure

Shiv Patel

age: 19

residence: Spartanburg, South Carolina

education: High School Diploma

occupation: Best Buy

marital status: Single



"Knowledge is Power"

I usually spend my days going to classes in morning and then go workout for 2-3 hrs and then go home and do work/HW and repeat.

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SOCIAL NETWORK



Needs

- Laptop
- Phone
- Workout

Values

- Education/Classes
- My Future

Criteria For Success:

I give my 100% on whatever I'm doing for me to feel successful and good about something I did

Wants

- Free Time to chill
- New phone
- A cool car

Fears

- Snakes
- Spiders

Mike Honcho

age: 27

residence: Raleigh, NC

education: Bachelor's of Science

occupation: Accountant

marital status: Married, 2 kids



Live, laugh, commit insurance fraud.

A quick summary of behaviors and practices like how he/she spends their day.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- I need somewhere to exercise.

Values

- Cleanliness
- Simplicity

Criteria For Success:

An excellent work-life balance. My favorite hobby is bodybuilding.

Wants

- I want somewhere I can get away from work during my lunch break and exercise.

Fears

- I fear the gym will be too crowded at that time. It's definitely too crowded around 5pm, when I get off work...