Bob Newberry

age: 25
residence: South Carolina
education: Masters in Business
occupation: Coding Specialist
marital status: Married with one kid.

"Bob backwards is still Bob."

Enjoys strolls through the park and picnics with his wife and their 2 year old little daughter on weekends!

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

A clear mind, workspace, and a cup of ice coffee is a must for success!

Needs

- Friendly workspace
- Hard-working co-workers
- Technology at all times

Wants

- Recognition by boss
- To establish good communication with co-workers
- Money

Values

- Wife and 2 year old daughter
- Good work ethic
- Co-workers

Fears

- Sleeping with the lights off
- Cut in salary
- Being fired

Chad Gaines

age: 21
residence: Columbia, SC
education: High School
occupation: Student
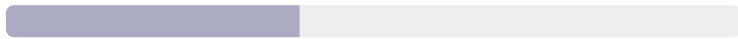marital status: Single
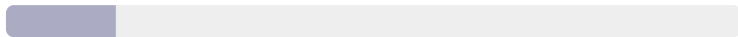
"Lifting weights makes the voices go away"

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

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
A working app that allows access to the gym to be simple.

Needs
- Include current time
- Display current gym population
- Accessability

Wants
- To be able to display my amazing gains
- To be able to schedule time slots
- Profile picture for sure

Values
- Working hard is better than working easy
- Gains before family
- Getting bigger than everyone else

Fears
- The dark
- Losing weight
- Not getting stronger

sam wright

age: 20
residence: Columbia
education: college
occupation: student at UofSC
marital status: single

I am a bodybuilder

I work out 6 times a week, and play football in my spare time.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

I need a way to know how populated them gym is to create my schedule.

Needs

- easy to use app
- a support system
- notifications

Wants

- I want to be able to look at my phone and know if its busy. I often drive by the gym just to see how busy it is. I'm wasting time and gas money to come back later.

Values

- An easy-to-use interface that isn't dull

Fears

- I fear that the gym is going to get more and more populated as new students come in. I might come back later and it be busy again.

MOBILITY LABS

Meili Leyte

age: 21
residence: Columbia, SC
education: Currently in College
occupation: Unemployed
marital status: Single

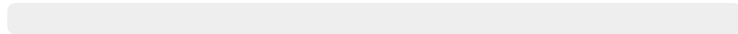*"I love to run laps in the gym with my gym friends."*

Meili starts her day going to the gym to do her daily workout. She then does her classes and studies until she goes to sleep.
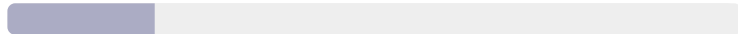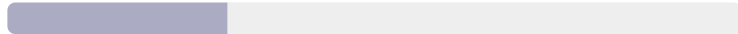
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Must be able to go to the gym to do her workout or no longer what.

Needs

- The ability to exercise.
- Easy gym access.

Wants

- Gym friend time.
- Access to gym materials.

Values

- A workout regime.
- Quality gym time with friends.

Fears

- Not being able to do her daily workout.
- Being unable to have access to the gym.