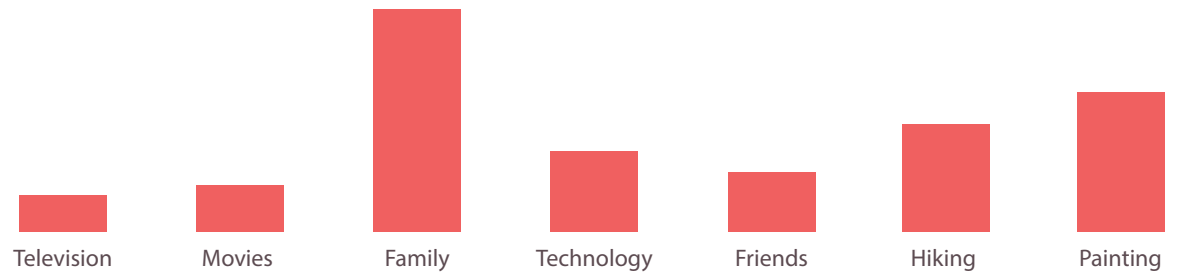


# Sarah Fallon

Full-Time Mom



Sarah's leisure time:



"Being a stay at home mom of three is tough but I wouldn't want it any other way." - Samantha R.

## Key Characteristics

- Loves family time
- Technology
- Loves hiking
- Interested in meetup for painters

Sarah Fallon is a 28 year old bartender who is in a transitional phase in her life. She is finishing up her college in a year and is looking to land that big job to catapult her into her next phase in life. Between school and work, Sarah has not had too much time for working out. Occasionally, Sarah likes to go for a hike with her friends but feels that it's not enough to keep her healthy. Sarah understands the importance of exercising regularly so she is trying to get motivated to do so. Sarah can procrastinate every now and again, but is also very goal oriented and never gives up on a plan. Sarah is looking for that extra push to motivate her to exercise regularly.

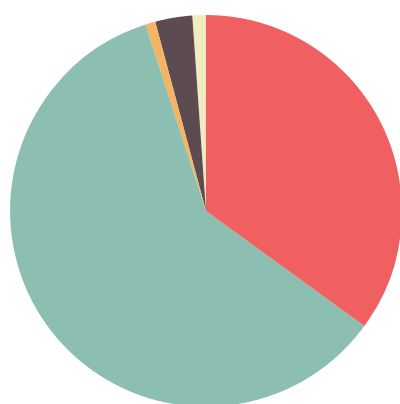
## Goals

- Get in shape
- Family budget
- Put kids through college
- Be a better painter

## Frustrations

- Lack of sleep
- When dad doesn't help with kids
- Lack of budget awareness
- UN-Family friendly places

## Search Engines



AOL Bing Ask Yahoo Google

# Rick DeMarco

Accountant



“All I need in my life are my kids, my wife and my gadgets.” - Rick D.

## Key Characteristics

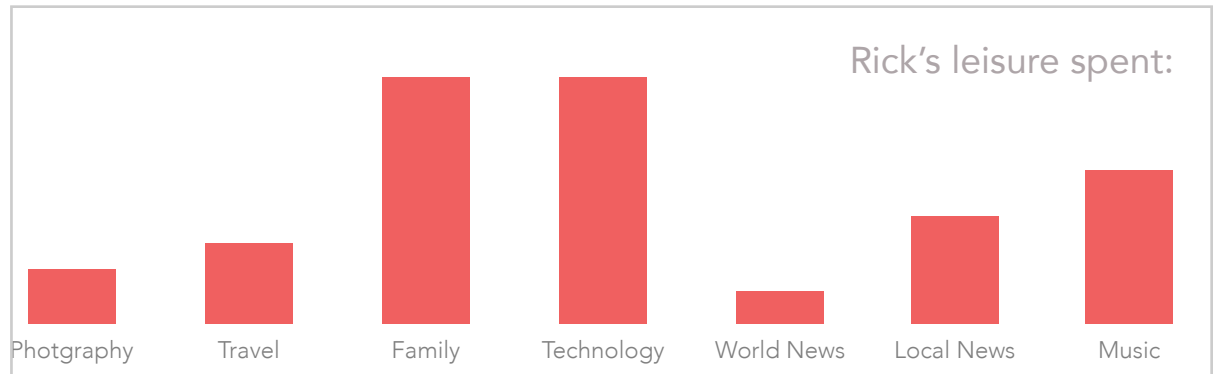
- Family first
- Passion for technology
- Hiking
- BBQ

## Goals

- Travel
- Get fit
- Own a vacation home in Maine
- Triathlon

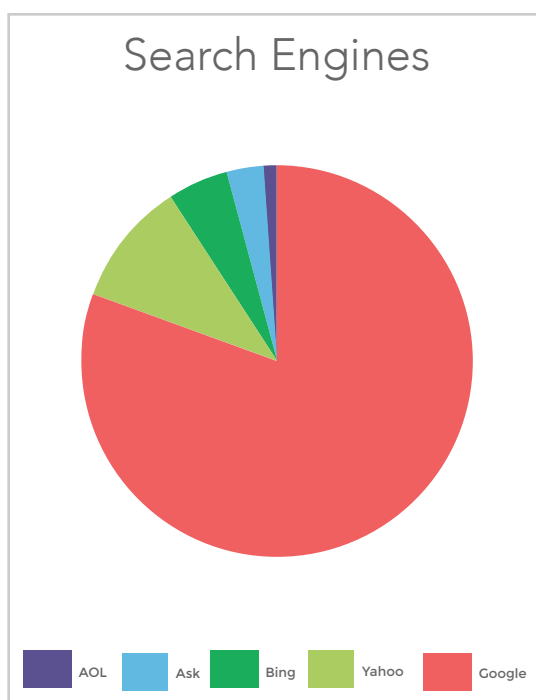
## Frustrations

- IT mishaps
- Unpreparedness
- Laziness
- Clutter



Rick DeMarco is a 41 year old Accountant from Denver Colorado. Rick has been married for 19 years and has two kids (15 year old boy and 12 year old boy). Rick enjoys technology but doesn't have too much time to spend tinkering with gadgets.

In his younger years, Rick was very fit and took pride in how healthy he was. Nowadays, Rick doesn't have much time for himself. Working out has been non-existent for about 10 years. Rick feels the need to start working out, but isn't particularly motivated to do so. Rick has tried a local gym but found it too "young" for his liking. He would prefer to workout at home but lacks the motivation. Every day, Rick feels himself getting weaker and weaker. He needs some kind of push. He is ready to try something new and fun to motivate him.



# Voice & Tone

## Voice & Tone

The tone of this mobile application will be motivating, inspiring, useful, fun and reliable. The content of the website will never be stuffy or overly serious. However, the content will be smart and will showcase tried and true workout methods. We will never take ourselves too serious, however, we are experts at working out, motivation, and fun.

## Key purpose

The key purpose of this application is to quickly and easily create a workout regime that you can follow to get great results.

# Styles

## LOGO VARIATIONS



## COLOR PALETTE



173A49

2E596D

F0DB93

E84048

EFEFEF

## FONTS

### **BEBAS NEUE**

Logo Type

### **Montserrat**

H1, H2, H3 and Menu Items in Bold weight

Paragraphs in Regular font weight