

GEORGE DOYLE

FITNESS LEVEL

"I don't exercise regularly but need to start for the sake of my health."

BACKGROUND

George was born and raised in Chicago, Illinois. He worked as a programmer for 15 years before he started his own technology consulting company in 1999. He no longer works as a programmer but finds that he enjoys the relational aspect of his new job as an executive manager. He currently runs a mid-size company of 50 employees. Over the past 10 years, George has dedicated many nights to working late hours, and has indulged in unhealthy eating habits, which has caused him to gain excess weight. In a recent visit to the doctor's office for an annual checkup, his doctor firmly advised him to watch his caloric intake and to increase his level of physical activity to lose weight if he wants to fight against his chances of developing cancer and heart disease.

George has been happily married for the past 27 years and has two children ages 17 and 21. His wife and children always encourage him to exercise but he claims that his busy work schedule keep him from working out at the gym. When he comes home after a long day in the office, George wants to be able to enjoy a meal with his family at home. He has tried various diet and workout plans but has never been successful in maintaining healthy eating habits or a regular exercise routine. Even when he sees progress from exercising and eating right, he is not able to keep the weight off due to his lack of self-discipline.

His children chipped in to buy him an annual gym membership for his birthday but he has hardly used it. "I hate going to the gym." He tried going to the gym a few times after work and during the mornings on weekends but is frustrated that the gym is always packed during the peak hours when he is available. George does not like the idea of having to fight with others to use the gym equipment when he is paying for membership. In addition to his negative attitude toward the gym, being older and overweight makes him self-conscious of exercising alongside fit, young kids who are the same age as his children.

GOALS

George needs to record his weight so that he can keep track of his progress over time. Being able to quantify his progress allows him to monitor his improvement when he doesn't see immediate results. He would like to learn new stretches and exercises that he can do at work or in the comfort of his home and neighborhood without having to go to the gym. He wants to learn the proper technique and how many reps he should do to see results. He needs help setting realistic goals for himself and would like to know what exercises are appropriate for a man of his size, age and current fitness level.



PROFILE

Age:

55 years old

Hometown:

Chicago, Illinois

Martial Status:

Married to Carolyn Doyle,
Father of Jessica 17, David 21

Profession:

CEO and Founder of Doyle
Technology Inc.

TECHNOLOGY USE

- Tech savvy
- Proficient in Java, C, C++, Fortran, COBOL
- Enjoys purchasing new tech gadgets
- Worked as a developer for 15 years before starting his own company

GOALS

- To learn new exercises that he can do on a regular basis in the comfort of his home and neighborhood.
- To lose weight to improve his physical health.

FEATURED TECHNOLOGY

- Workout Reminders
- “Set Your Goal” feature
- Workout List
- Pedometer
- Record Tracker
- Exercise description and training video

SCENARIO

After eating dinner, George and his wife decide to go on an evening stroll around the neighborhood to enjoy the autumn weather and to walk the dog. Before leaving the house, George grabs his Android phone. He opens the [ActiveIM] application and sets the pedometer to start counting his steps. He slips his phone into his pocket and proceeds on his walk. During his stroll, George receives an exercise reminder that notifies him that he has not fulfilled his exercise requirement for the day. The notification provides him with a short check-list of exercises that he should do to reach his target fitness goals based on his age and health. Knowing that he usually doesn't have time to exercise in the morning, George set his preference so that the application sends him alerts at certain times of the day to remind him to exercise. Arriving back at home, George stops his pedometer while the application automatically logs his step-count for the day.

Mindful of the notification he has just received, George decides to do some exercises in his living room. He reads through his daily exercise list and selects the first exercise. The application navigates to an interface that explains the exercise. It provides him with information about which target muscle groups will be exercised, and information about the proper technique he needs to have to properly execute the exercise. George watches a quick 30-second video clip of the exercise and attempts the exercise himself. Once he has completed the exercise he indicates that he has done so by checking the exercise off his list and moves on to the next suggested workout. In the middle of his workout, he receives a phone call from his son, David, who is an undergraduate student at Northwestern University. George stops his workout to have a 30-minute conversation with David about school and college football, then resumes his last few exercises for the day.

At the end of the evening before bed, George weighs himself on a bathroom scale and records his weight. Having used the application for 3 weeks, he sees that he has been losing an average 2 pounds per week. He sees that he is on his way to being an average healthy weight for someone his age. "I can see results." Encouraged by his improvement, George immediately shares the good news with his wife and calls it a night.