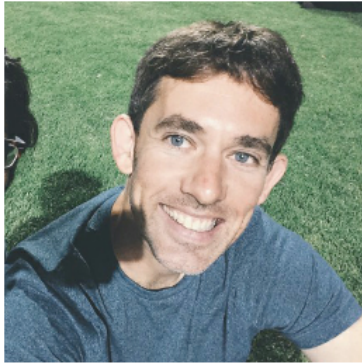


Active Chris



"I try to staying active and fit by doing different activities like running and swimming. I also try to eat healthy."

Primary Persona

Age: 35

Work: Project Manager/Tech Company

Family: Married, kids, dog owner

Dependable

Independent

Helpful

Early Adopter

Conscientious

Encouraging

Personality

Introvert Extrovert

Analytical Creative

Conservative Liberal

Passive Active

Goals

- Wants to lose 5 - 7 pounds.
- Training for a half-marathon in 2 weeks.
- Build and maintain muscle.
- Feel good about himself and his healthy lifestyle.

Frustrations

- Getting enough exercise.
- Staying motivated.
- Finding healthy recipes and cooking.
- Notifications and offers on a smart phone can get annoying.

Bio

Chris is married and has two children. He has a bachelor's degree and currently works as a product manager at a technology company between 50-60 hrs per week.

He describes a healthy lifestyle as exercise, eating healthy, drinking water and sleep. Staying active is important to him and enjoys running, swimming and marathons. He belongs to a gym and excels at cardio and running, but struggles with mentally not getting enough exercise.

When running he uses the Nike app for keeping track of time and distance. He uses the Ifitness App to help him see what to do with weightlifting and to see how many reps he should do. One thing he would like to see in an app is to have a trainer in his area that he could hire for specific training.

As far as diet, he stays conscious about what he is eating but does not "over do it". He still enjoys French Fries, hamburgers and donuts from time to time. Cooking is the biggest pain-point in eating healthy. When he does cook, he prefers recipes with shopping lists.

Chris' motivation for exercising are to stay healthy and vanity.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Technology

Internet

Online & Social Media

Smart Phone Usage

Apps

Brands



Steady Jessica



"Living a healthy lifestyle is a mindset that incorporates exercise and eating healthy"

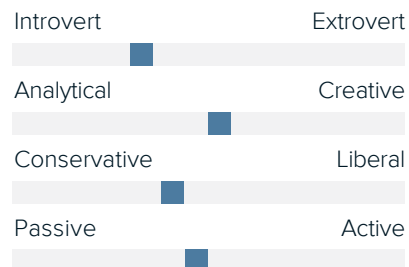
Age: 35

Work: Real Estate

Family: Married, no children

Location: Long Beach, Ca

Personality



Goals

- To lose 10 lbs
- Exercise on a regular basis
- Eating healthy
- Maintaining a healthy lifestyle

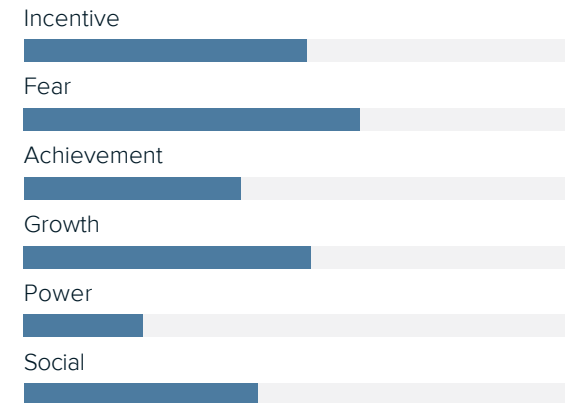
Frustrations

- Lack of confidence at the gym
- Tracking devices are unreliable
- Staying motivated and not burning out

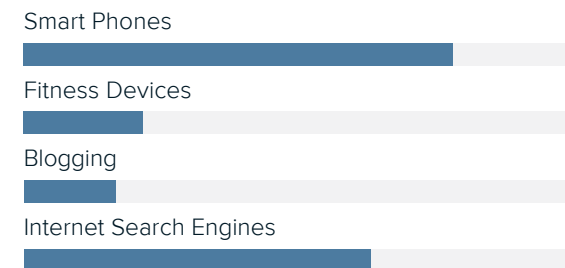
Bio

Jessica tries to lead a healthy lifestyle. She exercises 3 times a week and tries to incorporate healthy eating into her routine. She is knowledgeable in swapping out foods to make her recipes healthier. She tends to lean on her memory for tracking what she is eating rather than logging it into a tracker. She has good intentions but time gets away from her with her daily life. She also struggles with staying motivated and finds herself bored with her exercise routine. She belongs to a gym but lacks confidence in going to the gym because she worries about her form and being judged. She has tried fitness tracking devices but has found them to be unreliable.

Motivations



Technology



Lazy Larry



"If it's too difficult, I'm not gonna bother"

Secondary Persona

Age: 43

Work: Full-time business man

Family: Married, 1 son

Caring

Smart

Low-Energy

Personality

Introvert Extrovert

Analytical Creative

Conservative Liberal

Passive Active

Goals

- Larry would like to lose weight.
- He knows he doesn't eat as well as he should.

Frustrations

- Larry never has enough time to prepare a healthy meal.
- He's always too tired to go to the gym.
- The social motivations of his youth, appearance and fitness, are no longer enough, and he struggles to find something to "start his engine".

Bio

Larry used to work out all the time. In his twenties and early thirties he was fit, ate well, and generally felt good about himself. Then he was promoted at work, got married, had a son, and in the blink of an eye he gained 30 pounds and spends every night and weekend sitting on the couch.

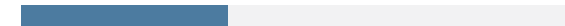
He still has his gym membership, and even goes and lifts some weights on occasion, but he just can't muster up the energy to do it regularly.

To make matters worse, when dinner preparation falls to Larry, he turns to fast food or frozen items for the sake of speed and ease.

Larry wants to be better, but he can't find the motivation or the easy-to-use tools to help him along the way.

Motivations

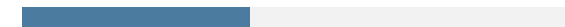
Incentive



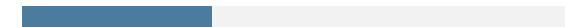
Fear



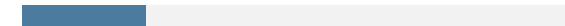
Achievement



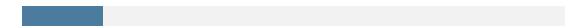
Growth



Power

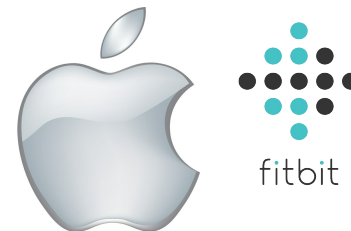


Social



Brands

A collection or list of the user's favorite brands.



Busy Barbara



"You really have to be dedicated to making time and committing to eating right and exercising. It's so much harder to shed pounds after turning 40."

Age: 43

Work: Manager, Purchasing

Family: Single Dog Mom

Competitive

Career Driven

Busy

Late Adopter

Carefree

Personality

Goals

- Wants to shed enough pounds to feel comfortable in her clothes.
- Seeking overall physical and emotional well being (i.e., having good blood pressure, cholesterol, BMI, sound state of mind etc.)
- Wants to be in good enough shape to excel in group sports and exercise activities.
- Always looking to gain more knowledge when it comes to healthy eating and benefits of certain nutrients .

Challenges

- Doesn't enjoy or excel at cooking, especially healthy cooking.
- Not a huge fan of vegetables.
- Isn't very knowledgeable when it comes to effects of food on health.
- Has a limited amount of time to dedicate to cooking healthy meals between working, hobbies, walking her dog and physical activities.

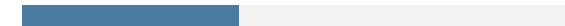
Bio

Barbara is a 52 year old Account Manager for a technology company working 40-45 hours a week. To her, a healthy lifestyle is defined by maintaining a healthy eating regimen and exercising regularly. She finds her own lifestyle keeps her busy. While she doesn't maintain a strict workout regimen, she stays active through team sports, coaching, doing workout videos, walking her dog and going to classes at the gym.

When it comes to diet, she looks to Food Network and Health Magazines to find easy recipes that are highly rated by other users and don't have a lot of ingredients. She keeps them on hand by printing them out and storing them in a binder or on

Motivations

Incentive



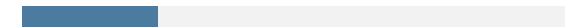
Fear



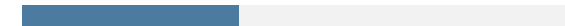
Achievement



Growth



Power



Social

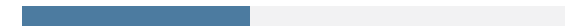


Brands



Technology

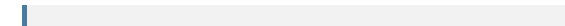
Internet



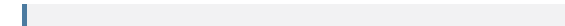
Online & Social Media



Smart Phone Usage



Apps



Introvert

Extrovert

Analytical

Creative

Conservative

Liberal

Passive

Active

recipe cards.

She does not have a smartphone but has heard good things about them from friends and family. Her primary motivation to improve her overall health and to "feel better"

We are launching soon! Join our invite list to stay informed.

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Open Text Field

AgePoint. Click. Tye.

This is a pretty straightforward text editor. You can use this module to describe your product or service, show off your team, or just about anything else you can think of. It even supports images.

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Interview Spectrum

