**PERSONA**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Gary aims to maintain a balanced lifestyle, focusing on both personal and professional growth. He values efficiency and seeks ways to streamline his daily routines to make more time for his passions and hobbies. * Gary aims to improve his overall health and fitness. He wants a smartwatch that not only tracks his physical activity accurately but also provides valuable insights into his health metrics like heart rate variability and sleep quality. * Gary prioritizes spending quality time with his family. He seeks a smartwatch that helps him stay organized with family schedules and activities, allowing him to efficiently manage his time between work commitments and family responsibilities. | * One of Gary's main challenges is staying up to date with technological advancements while balancing his demanding job and personal commitments. Additionally, he struggles to find products that meet his high standards for quality and reliability. * Achieving a healthy work-life balance is an ongoing challenge for Gary. Balancing his demanding career with personal interests and family time often leaves him feeling stretched thin and struggling to find time for self-care and relaxation. * Gary faces challenges in managing stress effectively, especially during busy periods at work. He seeks ways to better understand and control his stress levels but finds it difficult to implement sustainable strategies without clear insights into his stress triggers and coping mechanisms. |
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| **QUOTATION** | |
| **"Time is our most valuable asset, and I intend to make the most of it."** | |
| **NAME** | |
| Gary Glenfield | |
| **AGE** | |  |  |
| 53 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Gary is frustrated by technology that doesn't seamlessly integrate into his life or fails to live up to its promised functionality. He dislikes products that overcomplicate tasks or require excessive troubleshooting. * Gary struggles with balancing his various responsibilities and often feels overwhelmed by the sheer volume of tasks. He finds it frustrating when he can't efficiently prioritize his time and ends up feeling like he's constantly playing catch-up. * Despite his best intentions, Gary finds it challenging to maintain a consistent exercise routine and monitor his health goals. He gets frustrated when he lacks insight into his daily physical activity levels and struggles to stay motivated without tangible progress indicators. | **BOOKS** |
| Male | | **Gary reads finance and self-improvement books to enhance his skills and knowledge.** |
| **LOCATION** | | **BLOGS** |
| Whakatu, Hawke’s Bay, New Zealand | | **He follows financial blogs to stay updated on market trends and investment strategies.** |
| **OCCUPATION** | | **CONFERENCES** |
| Financial Analyst | | **Gary attends finance and technology conferences to network and learn about the latest innovations in his field.** |
| **JOB TITLE** | | **EXPERTS** |
| Senior Financial Analyst | | **-** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Master's Degree in Finance | | **Gary subscribes to finance and lifestyle magazines for insights into market trends and product reviews.** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **$146,000** | |  |  | **He regularly visits reputable finance and technology websites to stay informed about new smartwatch models and advancements.** |