

Karl



AGE 45

OCCUPATION Software Programmer

LOCATION Suburbs

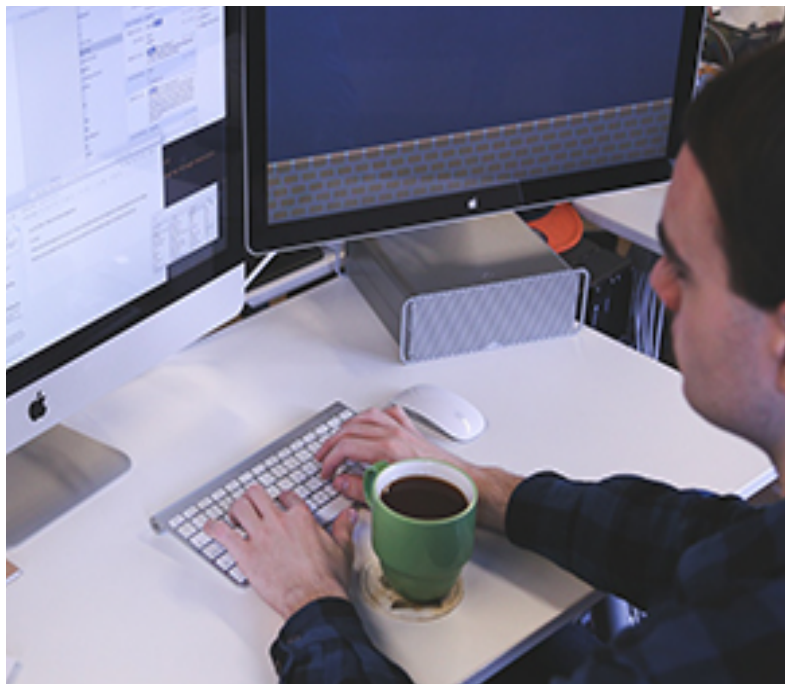
TIER Power User

ARCHETYPE Likes Technology

Outgoing

Techie

Easygoing



"I don't want to have to pay for an expensive sleep study; this app replaces that and helps me improve my sleep pattern"

MOTIVATIONS

Avoid paying for expensive sleep study in lab

Fear

Achieve better health and sleep

Growth

Able to be alert at key times

Social

GOALS

- Improve his sleep time and quality
- Be more awake during the day
- Be healthier

FRUSTRATIONS

- Current app lacks sleep diagnostics
- Need helpful tips to sleep based on sleep diagnostics
- Need sleep app more customized to me

BIO

Software programmer; analytical; likes to experiment with new technology - mobile sleep apps - e.g. Muse Headset/ companion app - especially when it replaces older, expensive and more cumbersome study overnight in a sleep lab

Pain point: current sleep study/sleep apps - do not provide the sleep diagnostics/feedback that he requires. He needs a custom app like Sleep Analyzer to improve the duration and quality of his sleep"

PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

Audi

Coca-Cola

SONY

PreSonus