

Brad Burkett

SWDV 691: Week 3

## Personas for Health Tracker

### College Student Michele

#### Background:

- College student, computer science major
- Full time student/ works part time as a teacher's assistant
- Single

#### Demographics:

- Female, 20 years old
  - Lives in Chicago Illinois
- #### Identifiers:
- Parents both have high blood pressure
  - Uses technology to organize her life
  - Very Tech savvy



# Business person David

## Background:

- Works full time in business operations
- Bachelor's Degree in business
- Married, two adult children

## Demographics:

- Male, 56 years old
- Dual Family Income of \$95,000 a year
- Home owner

## Identifiers:

- Overweight/ Pre-Diabetic
- Tries to find time to exercise
- Tech savvy



# Working Mom Stacy

## Background:

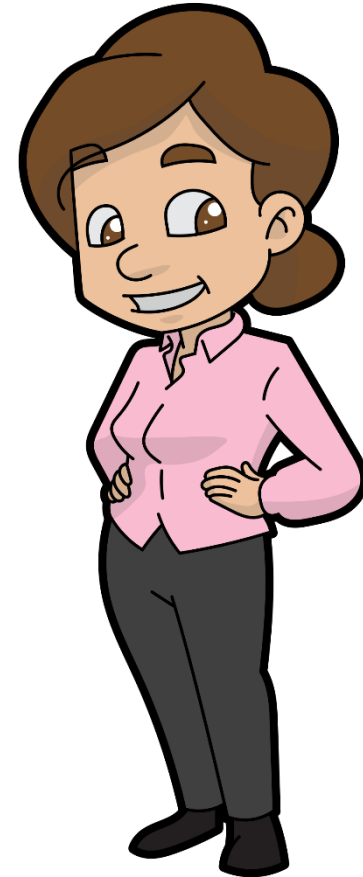
- Associates Degree in Communications
- Works full time as an administrative assistant
- Married with two teenage children

## Demographics:

- Female, 48 years old
- Dual family income of \$75,000
- Lives in the suburbs of Ohio

## Identifiers:

- Takes care of her aging mother who lives with them
- Trying to balance her job, children and live-in mother
- Looks up medical information on-line



# Entrepreneur Chris

## Background:

- Owns and operates his own startup tech business (works 60 plus a week)
- Bachelor's Degree in business
- Single

## Demographics:

- Male, 25 years old
- Income ranges from year to year
- Rents

## Identifiers:

- No time to visit the doctor
- Always eats on the run
- Tech savvy

