|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| **Lifestyle:** Health-conscious, values convenience, and stays active  **Interests:** Walking, cycling, managing health, staying connected with family  **Motivations:**   * Monitor health metrics like heart rate, blood pressure, and sleep * Stay connected without always using a smartphone * Use reminders and notifications for better time management * Track fitness progress and encourage an active lifestyle | As he continues to age, he might face more chronic conditions (like high blood pressure, cholesterol issues, or early signs of diabetes) that require more consistent monitoring and possibly more interventions like medication, which could impact his lifestyle. His doctor suggested a health tracking device to help monitor his health. |
|  |  |
| **QUOTATION** | |
| “You can’t fix something that isn’t broken” | |
| **NAME** | |
| David Thompson | |
| **AGE** | |  |  |
| 58 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **Complexity & Learning Curve** – Struggles with overly complicated menus, small icons, or too many features that aren’t intuitive.  **Connectivity Problems** – Annoyed by Bluetooth disconnections, syncing issues, or delays in receiving notifications. | **BOOKS** |
| Male | | Health and Wellbeing |
| **LOCATION** | | **BLOGS** |
| Gisborne | | NZ Tech Podcast |
| **OCCUPATION** | | **CONFERENCES** |
| Business Consultant (semi-retired) | | Commerce Commission Consultation Conferance |
| **JOB TITLE** | | **EXPERTS** |
| Business Consultant | | Specialist in improving employee performance |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor of Commerce | | N/A |
| **ANNUAL INCOME** | | **WEBSITES** |
| **$120,000** | |  |  |  | https://comcom.govt.nz/ |