|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A person with red hair  Description automatically generated with medium confidence |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Anna wants to lose some weight and have healthy eating habits to increase her self-esteem and to be able to go on a date with a nice man. | Anna likes eating junk foods and doesn’t have much spare time to do exercise as she has got a part-time job and studying. |
|  |  |
| **QUOTATION** | |
| **Part of the secret of success is to eat what you like.** | |
| **NAME** | |
| Anna cross | |
| **AGE** | |  |  |
| 28 years old | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Anna doesn’t have the confidence to join exercise groups. Anna is unsure where to start with her exercise journey as she doesn’t know what she is interested in. | **BOOKS** |
| Female | | **Manfulness/ meditation books** |
| **LOCATION** | | **BLOGS** |
| Restaurant server | | **Tumblr (www.tumblr.com)** |
| **OCCUPATION** | | **CONFERENCES** |
| Café worker | | **Music conferences such as Live music events** |
| **JOB TITLE** | | **EXPERTS** |
| Barista | | **Opera Winfrey** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school education | | **Cooking magazines** |
| **ANNUAL INCOME**  **Approximately 50,000 / year** | | **WEBSITES**  **Woman fashion clothing shopping** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A picture containing person, person, wall, indoor  Description automatically generated |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Michael wants to buy a house for investment and take the kids on a trip to the USA for a couple of months. | Michael has some bills that need to be paid on time on a weekly basis and has 2 dependent children who need his support that he might not be able to put money aside for his investment and trip in a short period of time. |
|  |  |
| **QUOTATION** | |
| **Don’t count the days, make the days count.** | |
| **NAME** | |
| Michael Scott | |
| **AGE** | |  |  |
| 46 years old | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Michael doesn’t know the law regulations for house investment and kids might miss their friends during holiday and want to come home. | **BOOKS** |
| Male | | **Based on true storybooks** |
| **LOCATION** | | **BLOGS** |
| Scranton/ USA | | **LinkedIn (www.linkedin.com)** |
| **OCCUPATION** | | **CONFERENCES** |
| Business Worker | | **Health and safety conferences.** |
| **JOB TITLE** | | **EXPERTS** |
| Health and Safety Manager | | **Elon Mask** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Diploma | | **Hunting and fishing** |
| **ANNUAL INCOME**  **Approximately 80,000 / year** | | **WEBSITES**  **NZ Herald and BBC News** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A picture containing wall, indoor, posing  Description automatically generated |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| John is wanting to save money to go towards buying a smartwatch. | John doesn’t have a job to be able to save money towards his goal and he doesn’t have much spare time to be able to work. |
|  |  |
| **QUOTATION** | |
| **The purpose of our lives is to be happy.** | |
| **NAME** | |
| John Campbell | |
| **AGE** | |  |  |
| 16 years old | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | John can’t check when he gets a notification in class as he doesn’t have a smartwatch to see it without having to get his phone out. | **BOOKS** |
| Male | | **John doesn’t like reading, so he doesn’t have a book he likes** |
| **LOCATION** | | **BLOGS** |
| Lower Hutt/ Wellington | | **Gaming Blogs** |
| **OCCUPATION** | | **CONFERENCES** |
| High School Student | | **Music festivals and concerts** |
| **JOB TITLE** | | **EXPERTS** |
| Unemployed | | **Ed Sheeran** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| NECA Level 1 | | **His favourite magazines are ones that are about gaming for example “Play” magazine.** |
| **ANNUAL INCOME**  **0** | | **WEBSITES**  **YouTube and Spotify** |