**Assessment 1 Persona**

Contemplation Stage

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| Persona |  |
| Photo |  |
| Fictional name | Alex Bates |
| Job title/Major responsibilities | Undergraduate student |
| Demographics | 22 years old  Studying Bachelor of Computer Science |
| Goals | Alex is hard working in his studies and enjoys playing computer games and those are his comfort zone  He never want to leave his comfort zone  Alex needs more encouragement and motivation to exercise |
| Tasks | Alex walks to the train station and use the train for transportation from his home to his classes and then back from his classes to his home.  However since he lives close to the station, he does not get enough physical activity just from this routine.  At home he spends most of his time on the couch. |
| Environment | Alex lives in an apartment with his friend close to the train station, near to the central area. |
| Quote |  |