**Yogi Maggie**

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|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Loves healthy food and keeping active * Likes using iPhones, smart watches, and fit bands * Active Instagram user * Does not miss a yoga class at the local studio, which she books through the MomoYoga app * Travelling | * How to afford the latest iPhone with her salary * Healthy food can be expensive * Challenge – how to take an Instagram worthy pic of her meals? * Challenge – how to eat healthy while travelling? |
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| **QUOTATION** | |
| **“Nothing good can grow if you don’t nourish your own soil.”** | |
| **NAME** | |
| Maggie May | |
| **AGE** | |  |  |
| 23 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Would like her job to be better paid * Sometimes she runs out of ideas of what can be nice to eat and at the same time healthy | **BOOKS** |
| Female | | ***Autobiography of a Yogi,* by Paramahansa Yogananda** |
| **LOCATION** | |  |
| Raglan, New Zealand | | ***Yoga and the Quest for the True Self*, by Stephen Cope** |
| **OCCUPATION** | |  |
| Full time millenial | | ***The Well Plated Cookbook: Fast, Healthy Recipes You’ll Want to Eat,* by Erin Clarke** |
| **JOB TITLE** | |  |
| Barista | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **WEBSITES – Influencers on Instagram** |
| High School, still taking a ‘gap year’ from University | |  |
| **ANNUAL INCOME – $45000** | |  |