

Diane Sharpe

age: 36

residence: Detroit

education: High School

occupation: Waitress, Maid

marital status: Single Mother of Three

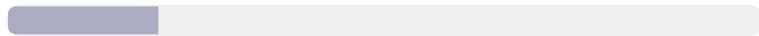


"My children mean everything to me, and I would do anything to make sure I am able to provide for them."

Diane works two full time jobs as a maid, and waitress in order to provide for her children. She often works 12 hours a day only to come home to make food for her family. She is overworked and often forgets to take care of herself. She tries to be healthy, but it can be expensive, time consuming, or inconvenient. She is constantly tired and has headaches. Her doctor has told her that she is dehydrated, but she does not always remember to keep herself hydrated.

Comfort With Technology

INTERNET



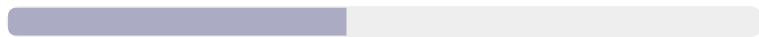
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Diane wants to make sure that she can take care of her children.

She wants to make sure she remains healthy (hydrated)

Needs

- To drink more water
- An unobtrusive system to remind her to drink more water without interrupting her work

Values

- Diane values her children and having energy to spend time with them
- Diane values her health and the health of her children

Wants

- An estimate of how much water she should drink based on her weight
- A way to see her progress towards her goals

Fears

- Diane is afraid of losing her jobs due to problems caused by her dehydration.
- Diane is afraid of wasting too much time at work drinking water.

