

# Bob Duncan

age: 20

residence: Columbia, SC

education: College student

occupation: Student athlete

marital status: Single



*"Plays football"*

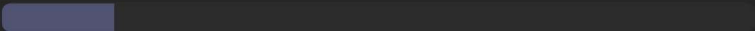
A quick summary of behaviors and practices like how he/she spends their day.

## Comfort With Technology

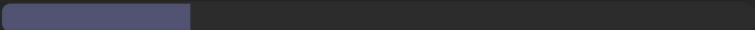
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Be healthy

## Needs

- Needs to drink more water
- Needs more practice

## Values

- A healthy lifestyle

## Wants

- To be a pro football player
- To be a college graduate

## Fears

- Being unhealthy and not be able to play

# Diane Sharpe

age: 36

residence: Detroit

education: High School

occupation: Waitress, Maid

marital status: Single Mother of Three

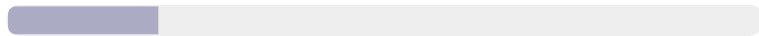


*"My children mean everything to me, and I would do anything to make sure I am able to provide for them."*

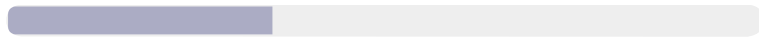
Diane works two full time jobs as a maid, and waitress in order to provide for her children. She often works 12 hours a day only to come home to make food for her family. She is overworked and often forgets to take care of herself. She tries to be healthy, but it can be expensive, time consuming, or 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



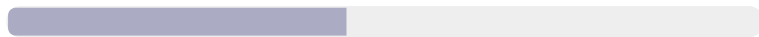
### SOFTWARE



### 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

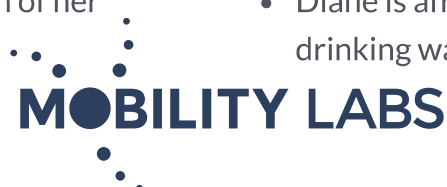
- Diane values her children and having energy to spend time with them
- Diane values her health and the health of her children

## 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.



# Miriam Atwood

age: 65

residence: Sacramento

education: Graduate

occupation: Retired

marital status: Widow



*"My celebrity crush is Alex Trebek."*

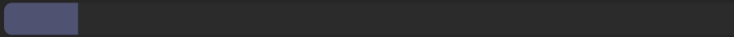
Miriam is a grandmother who loves to dote on her grandchildren, and she recently moved to Sacramento in order to live closer to them. She goes on daily walks, loves to read, and is excited for the drama from the hearts (card game) group she just joined.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Miriam wants to be able to take care of herself without worrying her family.

## Needs

- A reminder to drink water every once in a while.
- A way for her to track the drinking habits of her family and ensure their safety because she worries.

## Values

- Quality time with her grandchildren.
- A healthy lifestyle.

## Wants

- To be able to go to every single one of her grandchildren's soccer matches.
- To live longer than everyone in her hearts group.
- A hug from her grandchildren.

## Fears

- Being dehydrated and not being able to go to her granddaughter's dance recital.
- Being a burden to her daughter and son-in-law.

# Skylar Cobb

age: 21

residence: New York City

education: Junior in College

occupation: Student

marital status: Single



*"Wait, that was today?"*

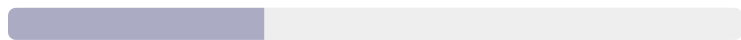
Skylar is a 21 year old college student who has become quite forgetful due to her lifestyle. Her body is starting to become sluggish and she is constantly at a loss for motivation. She is also a part of her college's media team, and wishes to one day become a well-known news reporter.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Skylar wants to remain healthy and hydrated in order to make it out of college and begin her career.

## Needs

- To drink more water
- A daily reminder to stay hydrated

## Values

- Education
- Friendships
- A good time

## Wants

- To continue her 'outgoing' lifestyle
- To meet the cast of "Good Morning America"
- Grow her nails out and discontinue the use of acrylic nails

## Fears

- Dehydrating
- Ending up in the hospital
- Failing college
- Losing her contacts