

# HARSH RAJWANI

AGE: 30  
LOCATION: BANGALORE, INDIA  
OCCUPATION: SOFTWARE ENGINEER  
DEVICE PREFERENCE: ANDROID AND IOS



## PROFILE

Harsh is a health-conscious individual with a hectic work schedule, seeking innovative and user-friendly solutions to maintain his physical and mental well-being. Despite being driven, his busy lifestyle often leads to irregular fitness routines and missed healthcare appointments. Harsh values reliability and accurate data in a healthcare app to help him achieve his fitness and health goals efficiently.

## QUOTE

"I need a health app that seamlessly integrates into my life, helping me track my goals while providing accurate insights and support when I need it."

## GOALS

- Building muscle and strength
- Improving mental health
- Monitoring chronic conditions
- Receiving accurate, actionable insights

## FRUSTRATIONS

- Difficult or confusing app interfaces
- Lack of personalized recommendations
- Overwhelmed by too many notifications
- Inconsistent results or lack of visible progress

## PERSONALITY

- Tech-savvy and detail-oriented
- Results-driven
- Open to trying secure, innovative tools
- Curious about new health trends

## HOBBY & INTERESTS

Fitness

Exercise

Meditation

Yoga

Adventure

## MOTIVATION

- Recommendations  35%
- Unique Features  25%
- User-Friendly Design  20%
- Free Access  10%
- Positive Reviews  10%

## PREFERRED FEATURES

- Integration with wearables and other devices
- Medication reminders and emergency alerts

# AARADHYA SHARMA

AGE: 28  
LOCATION: HYDERABAD, INDIA  
OCCUPATION: DIVORCE LAWYER  
DEVICE PREFERENCE: ANDROID AND IOS



## PROFILE

Aaradhya is a health-conscious professional juggling a demanding job with personal fitness goals. She is highly motivated to maintain a balance between her mental and physical health, often seeking apps that provide personalized recommendations. Aaradhya prefers an app that simplifies health tracking and integrates seamlessly into her daily routine while providing a user-friendly interface.

## QUOTE

"I want an app that not only keeps me on track with my health goals but also offers reliable advice and fits into my busy schedule without overwhelming me."

## GOALS

- Improving mental health and mindfulness
- Monitoring chronic health conditions
- Accessing personalized fitness recommendations
- Maintaining a consistent workout routine

## FRUSTRATIONS

- Lack of time for extensive app usage
- Over-complicated or cluttered interfaces
- Irrelevant or excessive notifications
- Difficulty finding trustworthy health advice

## PERSONALITY

- Organized and goal-oriented
- Open to innovative and secure solutions
- Prioritizes simplicity and functionality
- Curious about wellness and fitness trends

## HOBBY & INTERESTS

Walking

Healthy Cooking

Meditation

Workouts

Dance Fitness

## MOTIVATION

- Recommendations  20%
- Unique Features  30%
- User-Friendly Design  25%
- Free Access  15%
- Positive Reviews  10%

## PREFERRED FEATURES

- Nutrition and Meal Planning Guides
- Women-Specific Health Education