

Scott Lesley:

Steve Squiers

age: 57

residence: Newark, New Jersey

education: High School

occupation: Bailer

marital status: Single



"For many years I have relied on smoking to relax because of my problems with stress, now I realize that I need to quit my habit otherwise my health will be in jeopardy." - Steve

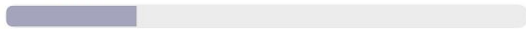
Steve works as a bailer at a company that helps make materials to build transformers. His job requires a lot of physical labor and his health has taken a bit of a toll over the years due to his hours of work that he puts in. He also started smoking after he was in his job for a few years and has had trouble trying to kick his habit. He is open to trying many methods that could help dissipate his habit. While he is not the most comfortable using all the current aspects of technology, he can use the basic functions that his phone offers.

Comfort With Technology

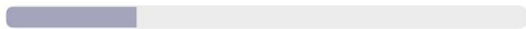
INTERNET



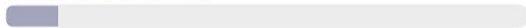
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Steve needs a method that can help him break his smoking habit

He is very open to trying different ways to help solve his problem

Needs

- He needs to watch his health by making sure that he doesn't smoke and give in to his habit that he had for so long

Values

- Steve now wants to prioritize his health after neglecting it for so long

Wants

- Steve wants to live a healthier life by making smarter and healthier choices

Fears

- He fears that he won't find a method that could help him break his habit
- He also fears that his efforts to break his habit will be futile

Bob Harrison

age: 30's
residence: Texas
education: High School
occupation: Construction
marital Single
status:

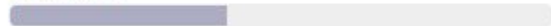


"I may not come from the best place but I will always give it my best work"

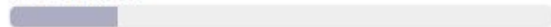
Typically wakes up to a day of hard work with many breaks alongside co-workers. On days off relaxes to favorite tv shows while smoking cigarettes' often.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Bob needs work to continue living in his current home.
- Bob also sees that he needs health care in the case of future hospitalizations (most likely from his addiction to cigarettes')
- Bob needs support in his life especially since he is alone most of the time.

Values

- Tradition
- Integrity
- Connections

Criteria For Success:

Bob sees success as giving your all in whatever you are tasked to do.

Bob strives to be the best for what he was given and takes everything like a blessing.

Wants

- Bob is addicted to the nicotine in cigarettes'.
- Bob want's to eventually settle down with someone.

Fears

- Work accidents
- Loneliness
- Incoming Health Problems

Anna-Marie Hastings

age: 69

residence: Atlanta, Georgia

education: Bachelors Degree

occupation: McDonalds

marital status: Married

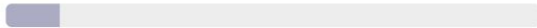


A quote from to help define their voice and personality.

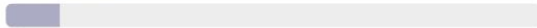
Active Smoker of 50+ years, wants to quit and prevent possible lung cancer.

Comfort With Technology

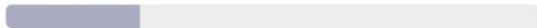
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Ability to effectively stop smoking for at least 2 months

Needs

- An effective and simple method to help quit smoking.

Values

- Health
- Wellness
- Family
- Life

Wants

- To live a healthier life without smoking
- Prevent lung cancer
- Set a good example to grandchildren

Fears

- Lung cancer
- Health of others around her as she smokes
- Setting a bad example to grandchildren