



EXERCISE 04 PERSONAS

ZOEY HASHEMI
OCTOBER 19th 2022



My friends say that I'm very attractive. I've lost some shape after I gave birth our second child. I want to look as I did before.

BIO

Sandra is a nurse she loves her kid. Sarah, her daughter now is 3 years old. Since she has a full time job and she is a single mom, she is pretty busy. Recently she can put her on Kindergarten. So she find some time for herself. She started doing yoga at home and walking. Also she start the healthy diet to cut some carbs and fat.

SANDRA BROWN

AGE 31

LOCATION TORONTO, CA

MARITAL STATUS Divorced

KIDS 1

LIVING 2 BR APARTMENT

OCCUPATION NURSE

SALARY 71 K

EDUCATION BACHELOR'S

PERSONALITY

Introvert ————— Extrovert

Thinking ————— Feeling

Occupied ————— Idle

Messy ————— Organized

Dependent ————— Independent

BRANDS

CNPS Canadian Nurses Protective Society



HABITS

COOKING

NATURE LOVER

POSITIVE

SHOPPING

EASY ENGAGEMENT

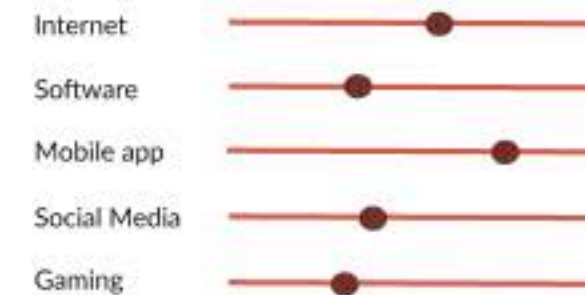
GOALS

- Look attractive
- Be a good mom
- maintain the healthy lifestyle
- Lose weights

MOTIVATION



TECHNOLOGY



NEEDS

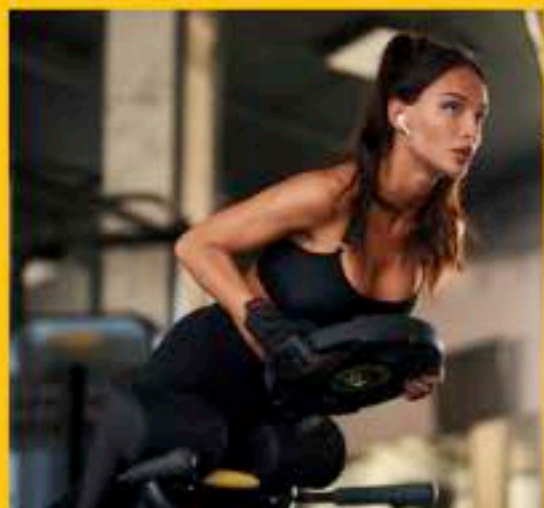
- Need comfortable and correct size Yoga clothes
- Learn more about healthy diet
- More practice for gain flexibility
- Find a good reference or Application for doing Yoga at home

PAIN POINTS

- Busy works
- Extra weights
- Finding time for herself
- Inexperienced parenting

STRENGTHS

- Flexible
- positive
- Good speaking
- supportive friends



"Nutrition diet is a life style, but Sport is a Habit"

BIO

She has been working for Microsoft more than 2 years. She is originaly from Iran. Saba after got bachelor's degree immigrated to America for continuing her study. She graduated with master's degree of Graphic design at the Massachusett university.

Four years ago, she decided to lose 20 pounds and because of that she started to do exercise every day. After a while she interested in fitness field.

GOALS

- Builed an even better body
- Be a Fitness coach
- Maintain a healthy lifestyle
- Increase number of follower and subscriber on social media
- Run at least 1 marathon every year

NEEDS

- wants to be seen as if her lead an active lifestyle
- wants comfortable and fashionable clothing to do everyday activity
- Look for an affordable fitness attire and accessories

Saba Hashemi

AGE 28

LOCATION NEWYORK, USA

MACIAL STATUS SINGLE

KIDS NONE

LIVING 1 BR APARTMENT

OCCUPATION PRODUCT DESIGNER

SALARY 60 K

EDUCATION MASTER'S

PERSONALITY

Introvert ————— Extrovert

Thinking ————— Feeling

Occupied ————— Idle

Messy ————— Organized

Dependent ————— Independent

BRANDS



HABBITS

PODCAST LISTENING

GATHERING

RUNNING

SOCIAL ACTIVIST

368 x 440

MOTIVATION



TECHNOLOGY



PAIN POINTS

- Early morning wake up
- Busy works
- Extra weight

STRENGTHS

- Social Media Savvy
- Organized
- Adaptive, confident
- Highly Communicative



John Nolan

AGE 24

LOCATION Vancouver, CA

MACIAL STATUS SINGLE

KIDS NONE

LIVING 2 BR APARTMENT

OCCUPATION Softwer Develper

SALARY 81 K

EDUCATION Bachlor's

"I am the agent of my own change"

BIO

John has been working in SAP for 2 years directly after his work term and loves it. He is very tech savvy and he obsessed video games. On a daily basis, he works 8 hours and around 2 hours paly games. Since he has sedentary life style and his friend move to Ottawa, he decided to change his life style. He goes to the gym three times a week. He needs to some activewear that looks fancy and comfortable.

PERSONALIDADE

Introvert ————— Extrovert

Thinking ————— Feeling

Occupied ————— Idle

Messy ————— Organized

Independent ————— Dependent

BRANDS



HABBITS

READING CRITICAL THINKER

SEEING YOUTUBE

WATCHING DUCMENTRY

GOALS

- Maintain the physical activity as a routin
- Makes some friendly relationship
- Have more fun in life
- Be fit and build good shape body

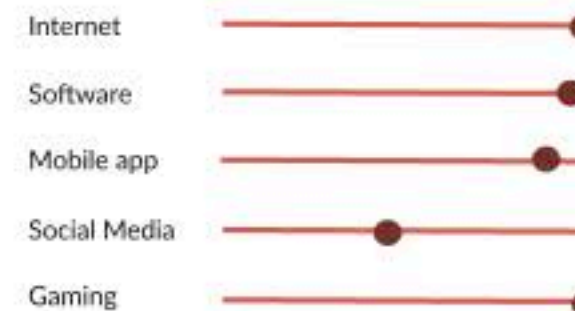
NEEDS

- Find some companies
- Have a plan or simple exercise schadule
- Some activewear make him more attractive

MOTIVATION



TECHNOLOGY



PAIN POINTS

- Sleeping late
- Doesn't have paln
- Feeling lonlyness
- Extra weights

STRENGTHS

- High tech Savvy
- Have enough time
- Realistic, confident
- Good salary