

Empathy Mapping



Persona



James Cooper

AGE 32, SYSTEMS PROGRAMMER

ABOUT

James has a 9 AM to 5 PM desk job. He attends meetings and mostly works at his desk, attending emails, project work, etc. He takes a break twice/thrice a day, depending on his schedule. He increased his walk cycles recently but struggled to maintain a certain level of physical activity. He uses Apple Watch to keep track of his activities.



Oftentimes I just forget to take the breaks once I am in the flow during the work hours

GOALS

- Include walking activity as a part of daily routine
- Maintain level of physical activity
- Track calories burned
- Avoid health risks

PAIN POINTS

- Unable to dedicate time for physical activity due to busy schedule
- Often forgets to get up and take breaks
- Lacks knowledge about the amount of physical activity required for him to stay healthy
- Wearables feel too obtrusive during work hours