



## JIM JONES

Student and Cross Fit Enthusiast

## DEMOGRAPHICS

### Gender

Male

### Age

35

### Status

Married

### Educational Level

Undergrad degree

### Languages

English

## DESCRIPTION

Jim is a student going into his senior year at Temple. He is working towards his degree in Kinesiology with a goal of owning his own personal training studio.

## EXPERTISE

Domain Expertise



Technical Expertise



## GOALS

- Use the website to book massage sessions.
- Blog articles that may provide him with new interesting insights into how massage therapy might benefit his future clients physically and mentally.
- Access to Q&A's
- Find location and contact information

## MOTIVATIONS

- Massages should help relax overworked tight muscles due to the amount of exercise he does every day.
- To reduce the physical stress from sitting in front of the computer on a daily basis.
- Learn techniques to help him to reduce the mental stress he has from the daily grind of school studies.

## FRUSTRATIONS

- Due to his demanding schedule with school and work, it is difficult to find time to slow down and take some time for himself to decompress.
- Stressed about doing well in school keeps his mental wheels turning at night causing him to lose the much needed quality sleep that he needs.



Photo by [Juno Jo](#) on [Unsplash](#)

## PATRICIA JONES

Takes care of her husband

## DEMOGRAPHICS

### Gender

Female

### Age

82

### Status

Married

### Educational Level

High School Diploma

### Languages

English

## DESCRIPTION

Patricia spends most of her day tending to her husband who has had a stroke. When she has some time to herself she enjoys gardening and writing.

## EXPERTISE

Domain Expertise



Technical Expertise



## GOALS

- Use the website to book massage sessions online.
- Use massage as a way to take care of her health and wellness.
- Find ways to manage stress at home.

## MOTIVATIONS

- To help reduce the pain level in her hands from arthritis.
- Hoping to decrease chronic muscle tension from being on her feet most of the day.

## FRUSTRATIONS

- She is technically challenged so she finds it difficult sometimes to interact with the website.
- It's difficult sometimes for her to carve out time for herself to get to the massage sessions.



Photo by [Devon Divine](#) on [Unsplash](#)

## JENNIFER SCHNEIDER

Stay-at-home mom of soon to be 2.  
Has a 3 year old son.

## DEMOGRAPHICS

### Gender

Female

### Age

32

### Status

Married

### Educational Level

Undergraduate Degree

## DESCRIPTION

Jennifer worked as a graphic designer for 4 years before getting pregnant with her now 3 year old rambunctious son Jason. She is a stay-at-home mom taking care of Jason. She is 8 months pregnant, exhausted, stressed, and has very sore and tired muscles from trying to keep up with her little one.

## EXPERTISE

Domain Expertise



Technical Expertise



## GOALS

- Use the website to book massage sessions online.
- Find articles that will provide her tips on how to relieve pain and reduce stress at home.
- Be able to find location and contact information.
- View and book other services that are offered on the website.

## MOTIVATIONS

- Massages should help to alleviate pain and discomfort in the body from supporting a baby.
- To reduce the everyday stresses of taking care of a child and duties of a homemaker.
- Should help with swollen ankles.

## FRUSTRATIONS

- Her lower back pain makes it difficult to get through her daily responsibilities.
- Getting quality sleep is a challenge due to the difficulty of trying to find comfortable positions to sleep in due to the size of her belly.