



Jason

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I live for my kids, but I know I need to take care of myself better.  
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## DEMOGRAPHICS

**Age** 38

**Works For** Civil Engineering Firm in Tampa, FL

**Job Role** Mechanical Engr

**Education** BS in Mechanical Engineering

**Family Status** Married

## ENVIRONMENT AND MOTIVATIONS

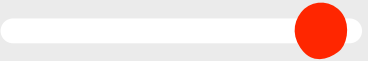
Jason is a talented engineer and a passionate family man. He enjoys some tech-ie pursuits including playing with drones, taking photographs with a professional DSLR, and automating his home.

His wife, Karen is a CPA, and there children are fourteen, eleven, and eight years old respectively. Jason coaches all of the children's soccer teams.

Key Motivations:

- Managing his pre-diabetes
- Reducing back pain which sometimes flares up at the kids' practices after a long day in the office.

## RANKINGS

  
**Budget and Resources**

  
**Tech Savviness**

  
**Leisure time**

## BEHAVIORS

### HABITS TO BUILD

- Strengthen his back and core
- Lose weight

### CHALLENGES

- No time in the evenings
- Wife and he are always juggling helping the kids with their homework