



Jennifer

“Where do I start? I am time crunched, frazzled, and want to be healthier”

DEMOGRAPHICS

Age	27
Works For	Midsize Tech Company in Seattle, WA
Job Role	Search Engine Marketing Mgr
Education	BA Marketing
Family Status	Single

ENVIRONMENT AND MOTIVATIONS

Jennifer has a great set of friends. She enjoys going out with them typically on Thursdays and on the weekends. She enjoys going to concerts and festivals.

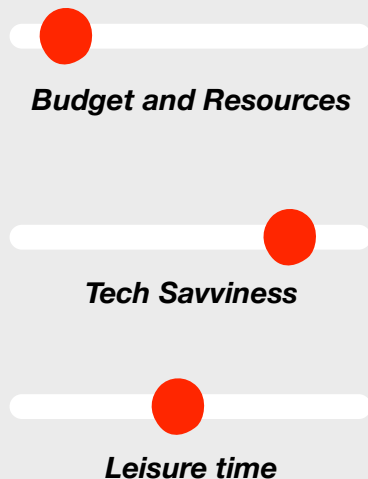
Jennifer has a one bedroom apartment, and has been living alone for the past year. She is currently in a romantic relationship that started two months ago.

She is excited about her career and having gotten a promotion six months ago. She has to context switch between many projects.

Key Motivations:

- Health
- Life Balance

RANKINGS



BEHAVIORS

HABITS TO BUILD

- Working out - particularly aerobic fitness
- Eating healthy
- Interested in building general happiness, but may not know exact actions to take

CHALLENGES

- Limited space, money, equipment
- Opportunity Costs/Prioritization
- Remaining consistent