

# Anna-Marie Hastings

age: 69

residence: Atlanta, Georgia

education: Bachelors Degree

occupation: McDonalds

marital status: Married



*A quote from to help define their voice and personality.*

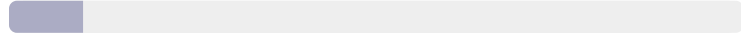
Active Smoker of 50+ years, wants to quit and prevent possible lung cancer.

## Comfort With Technology

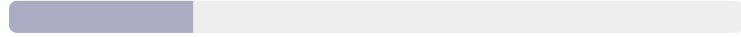
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Ability to effectively stop smoking for at least 2 months

## Needs

- An effective and simple method to help quit smoking.

## Values

- Health
- Wellness
- Family
- Life

## Wants

- To live a healthier life without smoking
- Prevent lung cancer
- Set a good example to grandchildren

## Fears

- Lung cancer
- Health of others around her as she smokes
- Setting a bad example to grandchildren