



Michelle Fisher

"I will reach my goal weight this year!"

Demographics:

Age: 51
Location: Ottawa Ontario, Canada
Education: College
Job: Teacher
Family: Married with 2 children

Traits:

Technology: ● ● ● ● ○
Patience: ● ● ● ○ ○
Outgoing: ● ● ● ● ○
Optimistic: ● ● ● ● ○
Active: ● ● ○ ○ ○

Goals:

- Find an app that's fast and easy to input food
- Be consistent with my food tracking
- Pay less attention to weight and more to body measurements

Frustrations:

- It takes a long time to input food
- I forget to log all my meals
- I have to use multiple apps to track different information

Bio:

Now that Michelle's two children have left home and her husband is newly retired. They have decided to take a trip down south to celebrate his retirement, but first Michelle wants to lose some weight. Not knowing the best way of doing it and not wanting to participate in fad diets she decided to join a weight loss clinic to get the guidance she needs.



Jordan Fisher

"A new year a new me!"

Demographics:

Age: 58
Location: Ottawa Ontario, Canada
Education: University
Job: Retired
Family: Married with 2 children

Traits:

Technology: ● ● ● ● ●
Patience: ● ● ● ○ ○
Outgoing: ● ● ● ● ○
Optimistic: ● ● ○ ○ ○
Active: ● ● ● ● ○

Goals:

- Find an app with easy to use food lists
- Ask a nutritionist for guidance on what to eat
- Exercise more

Frustrations:

- Food databases are too big
- Not enough guidance to what I should be eating
- I can't input my own recipes in the popular tracking apps

Bio:

Having newly retired from his career Jordan and his wife are taking a trip down south to celebrate. While Jordan normally likes to do things on his own he realized the current offering of apps and information are well beyond his understanding. Since his wife just joined a weight loss clinic, Jordan decided to as well to get the guidance he needs to achieve his goal.



Sandy Anderson

"I want to feel like the old me again"

Demographics:

Age: 46
Location: Ottawa Ontario, Canada
Education: College
Job: I.T Support
Family: Married

Traits:

Technology: ● ● ● ● ●
Patience: ● ● ● ○ ○
Outgoing: ● ● ● ● ○
Optimistic: ● ● ● ● ○
Active: ● ● ● ● ●

Goals:

- Find a food tracking app that allows easy entry of exercise as well
Play hockey again
- Find an app that doesn't require actual meals to be tracked
Eat at home more

Frustrations:

- Food tracking apps don't have an easy way of tracking exercise
- I don't want to use multiple apps to track exercise and food
- I don't eat full meals and apps ask what I have each one

Bio:

Sandy wants to get back into hockey as it was her favorite sport growing up but wants to lose some weight and get back into shape first. After looking at some of the weight loss apps and websites online she found a large amount of data available overwhelming and decided to join a weight loss clinic to get the direction she needs.



Jodi Lowry

"I've lost 140lbs and will keep it off!!"

Demographics:

Age: 37
Location: Ottawa Ontario, Canada
Education: College
Job: Office Administrator
Family: Married with 3 children

Traits:

Technology: ● ● ● ● ○
Patience: ● ● ● ○ ○
Outgoing: ● ● ● ○ ○
Optimistic: ● ● ● ● ○
Active: ● ● ● ○ ○

Goals:

- Find an app with a that shows me my progress from when I started.
- Find an app that allows me to track measurements and a before and after photos
- Notifications to remind me to track food and weigh myself

Frustrations:

- I don't want to see short term weight loss progress.
- I forget to log all my meals
- Most apps don't allow me to enter measurements along with my weight

Bio:

Since Jodi’s surgery, she's been looking for an app to track her food intake and weight according to a plan her nutritionist gave her. Following this plan is key to long term success with her weight loss. Since she's a busy mother of 3 children, she often forgets to track her weight and measurements weekly.