**PERSONA - Jamie Hammond (Employee)**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
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| Goals: To accurately collect and store her personal fitness data and calorie intake.  Become a self-employed athlete coach within 10 years.  Motivations:  Improve Professional communication.  Increase her knowledge of the muscular system and nutrition.  Confidently create customized fitness routines for her clients | Jamie often feels overlooked as a female personal trainer in a male-dominated industry and believes people underestimate her.  Jamie hasn’t used a smartwatch before but is fairly tech savvy when it comes to the nature of other devices e.g., phones, tablets. |
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| **QUOTATION** | |
| **I think we should use any available resources to be constantly improving health and fitness** | |
| **NAME** | |
| Jamie Hammond | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Because Jamie is expected to finance her own gear and further elective education, she doesn’t have much disposable income.  She believes having these devices will benefit her over the initial cost but heavily researches before committing to any purchases to ensure she has the device suitable to meet her needs. | **BOOKS** |
| Non-binary | | **Strength Training Anatomy, The Science of Nutrition** |
| **LOCATION** | | **BLOGS** |
| Hawkes Bay | | **Fit Bottomed Girls, Love Sweat Fitness** |
| **OCCUPATION** | | **CONFERENCES** |
| Fitness Trainer | | **-** |
| **JOB TITLE** | | **EXPERTS** |
| Personal Trainer | | **Louise Parker, Serena Williams** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor’s Degree in Sport Medicine | | **Wellbeing Magazine** |
| **ANNUAL INCOME $ 51,000 NZD** | | **WEBSITES** |