



2.4:

User Persona

Magdalena Schindler

Reynalda Epperson

Age: 29

Job: Technical Engineer

Status: Single

Location: Ingoldstadt

About

Reynalda is a graduate of tech and works in her first job role in the automotive industry. She enjoys working and is climbing up the career ladder. Recently, she has noticed slight irritability and has realized that she urgently needs a balance in her demanding work life.

Goals & Needs

- Physical balance to the daily work routine
- Easily manageable planning tool
- Time-saving all-in-one solution

Everyday activities

- busy workdays
- attend meetings
- need to stay flexible to bring work and social life under one hat

Motivations

- stay healthy and fit via sports
- improve resilience
- balance work and social life better

Fustrations

- overloaded surfaces
- time-consuming planners in diverse apps
- too generalized sports offer
- annoying notifications

Device & Internet Usage



'Balance with work strengthens me, I feel more vital and resilient.'

Hector Folkes

Age: 23

Job: Environmental System Sciences

Status: Open Relationship

Location: Barcelona

About

Hector's life is a rollercoaster. There are too many interesting things to do and too many lovely and inspiring people to meet. Currently, he has to work on his diploma thesis, but to be honest: life offers so much more than work. Since his scholarship ends in 3 months, it is urgent to finalize the thesis.

Goals & Needs

- Fokus-time
- Social Media blocker
- Motivation system

Everyday activities

- meeting friends at the café
- attending diverse exhibitions and events
- enjoying the urban jungle

Motivations

- use time efficiently
- stay focused on work
- Input to balance stuffed lifed

Fustrations

- non-responsive design
- Difficult to adapt specifications
- too easy to cross barriers

Device & Internet Usage



'Finding my focus
with all the
beautiful
distractions.'



Cathi Mirelez

Age: 33

Job: Illustrator and Mom

Status: Married

Location: Ljubljana

About

Cathi and her husband became recently parents. Therefore her life is upside down. As a self-employed illustrator, she doesn't have maternity and is challenged to balance her clients' needs with the baby's needs. She loves her job and it's important to stay active despite the baby. As a result, she hardly has no time for herself.

Goals & Needs

- reminder to take a break
- Easily handle tool
- Instructions for mental balance

Everyday activities

- tight schedule adapted to the baby
- balance work and care work
- goes for a walk

Motivations

- Break-out times to refill her battery
- variety to the daily duty
- Inspiration for new exercises

Fustrations

- time-consuming operation
- Unilateral exercises
- Inflexible training/activity plans

Device & Internet Usage

Desktop



Mobile



Games



Tech Know-how



' I demand small
breaks for me to
breathe deeply.'