
USER PERSONAS

Anna Jennings

6/19/22



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Personal Assistant

Single, no children

She/her

Los Angeles

SARAH

About

Sarah works in the fashion industry. She works both remotely and on-site, travelling occasionally for work. While her career goals are important to her, more recently she's decided her short-term goal is to develop a healthy work/life balance. Since college, she's always prioritized her work above anything else, leaving her physical, mental, and social health unattended.

Goals & Needs

- Balance work and life
- Prioritize health
- Regular exercise

Everyday Activities

- Running
- Cooking
- Work correspondence

Motivations

- Increase overall happiness
- Keep eating disorder in remission

Frustrations

- Onboarding tutorials
- Too many health apps
- Keeping track of appointments and records

Device and Internet Usage

- Desktop – High
- Mobile – High
- Social Media – Moderate
- Wears a Smart watch daily

"I love the app that came with my smart watch, it tracks almost everything automatically and is easy to use, but unfortunately, it doesn't have all the features I want."



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Engineer

Married, 1 child

He/him

Seattle

About

Samuel is a software engineer, married, and has one child. He works remotely and travels with his family often. Samuel has type 1 diabetes and sees doctors often, and because he's moved a lot in his career, he's seen many doctors. He's always prioritized his health and uses several apps to track his health but wants to streamline maintaining his healthcare. Samuel is looking for another job and would like to organize everything to make switching insurance providers easier when he does get a new job.

Goals & Needs

- Digitize health records
- Spend less time tracking health
- Improve health holistically

SAMUEL

Everyday Activities

- Bicycling
- Working on desktop

Motivations

- Having more kids
- Time-independence

Frustrations

- Too many apps
- Frequent correspondence with doctors

Device and Internet Usage

- Desktop – Very High
- Mobile – Moderate
- Social Media – Low
- Wears a Smart watch daily

“I have spent so much of my life managing my health and wellness. I’ve found a lot of great tools for tracking nutrition and fitness, but none of them have all the features I need.”