

Jane

Background:

- News Reporter
- Bachelor's degree in journalism
- Single

Demographics:

- Female, 24 years old
- Single income of \$35,000

Identifiers:

- Wants to change life in next year



John

Background:

- Senior Software Engineer at IBM
- Bachelor's degree in information technology
- Married with 2 adult children, 25 and 18.

Demographics:

- Male, 52 years old
- Single family income of \$150,000

Identifiers:

- Has many goals
- Has difficulty staying motivated



Bobbie

Background:

- Stay at home mom
- Bachelor's degree
- Married with 3 children, 13, 16, and 19

Demographics:

- Female, 43 years old
- Single family income of \$70,000

Identifiers:

- Wants to track fitness goals

