



Trey (27)

Traits				
adventurous	young	invincible	healthy	jaded

About him...

Trey has been building his career in Web design and development for the past 5 years. He started at a smaller agency right out of college, but moved to a new job at a big company about 2 years ago.

When he's not working, he spends a lot of his free time outdoors (at the beach) or working out at the gym.

He spends weekends going out with friends, and makes time to have Sunday dinner with his mom who still lives in the house where he grew up.

Until he got his new job at the bigger company, he was on his mother's health insurance - which was provided by her employer.

Trey almost never sees a doctor. The last time was when he developed bronchitis about 3 years ago.

Goals

- Experience everything I can while I am young & single
- Travel & explore
- Stay healthy & fit
- Advance in my career

Frustrations

- Doesn't know why he is required to buy/have health insurance if he seldom sees a doctor
- Doesn't want to miss opportunities at work to get ahead

Key demographics

age 27 single, no kids college-educated rents for now

A day in the life....

Trey gets up most mornings about 7:30 am. Lately, he has been trying to make time to eat a low-carb, high-protein breakfast. He doesn't really eat lunch, so he needs to make sure he has the energy for a grueling cross-fit class.

Most days, it's faster to bike to work, so he leaves the car at home.

He joined a gym near his office so that he can work out during his lunch hour. Lunch, if he eats, is a protein bar or smoothie he grabs on his way back to the office.

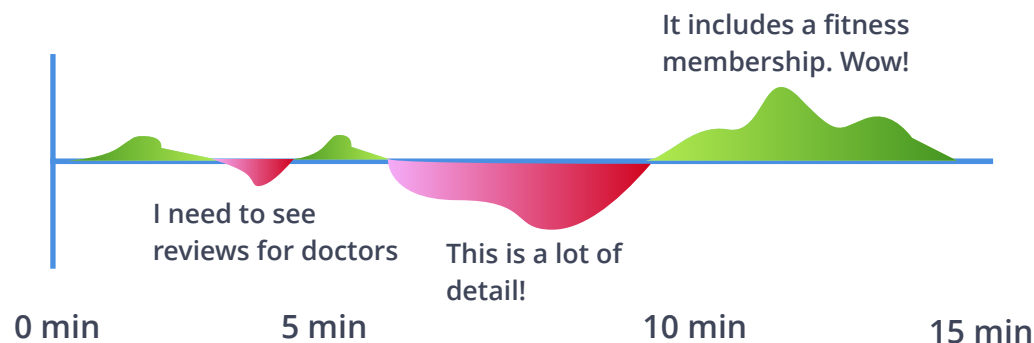
Fitting his workouts into his lunch hour leaves weeknights free.

Honolulu's downtown and Kaimuki neighborhoods are full of hip, new bars and restaurants and his apartment is conveniently between both.

He probably should try to stay home more, but there is always something going on and he doesn't want to miss out (#fomo).

On those nights he doesn't have plans to go out, he will go for a run to Ala Moana park and get takeout on his way home. He's not much of a cook - he gets most of his home-cooked meals on weekends when he sees his mom.

Journey map: shop & enroll in health insurance



Technologies used



Smartphone
(90%)



PC
(daily @ work)

Top 3 opportunities

- Help him understand how health insurance works
- Help him pick the right plan so he is neither under- nor over-insured
- Help him stay healthy & fit as he gets older