

## Esteban Gutierrez



AGE	18
EDUCATION	Computer Science
STATUS	Single
OCCUPATION	Student
LOCATION	Villarrica
TECH LITERATE	High

“ I'm new in the city, and I want to make friends so that I can do exercise with them.

### Personality

Confident Competitive  
Spender Tech-savy

### Bio

Born and raised in Villarrica. Esteban just got into university, he travels from his home to Temuco everyday to go to classes. He exercises pretty often, every weekend he plays soccer with friends, but his eating habits are not so good because he loves delivery foods, which he can sustain as he has a stable source of income.

### Core needs

- He wants to meet new people.
- Improve his eating habits.
- He wants to keep his health and student life in balance.

### Frustrations

- He doesn't have enough time to do sports on the week.
- He is not health conscious, so he always eats junk foods.
- Due to travelling daily he doesn't get to meet new people.

### Brands



### Platform



Website



Mobile App

## Millaray Sandoval



AGE	20
EDUCATION	Computer Science
STATUS	Dating
OCCUPATION	Student
LOCATION	Temuco
TECH LITERATE	High

“ Since I came to a new city, it's been full of challenges, but everyone one of them has helped in improve myself.

### Personality

Studious   Concious  
Determined   Strict

### Bio

She was born in Santiago and now lives in Temuco due to her studies. She is a vegetarian since she was 15 years old because of her love of animals. As she always prioritizes her studies, she doesn't do much physical exercise, something she wants to change.

### Core needs

- Create healthy exercise habits.
- Getting enough rest from her studies.
- Learn to cook, at least easy meals.

### Frustrations

- Since she came to University she is always on her desk studying.
- It's hard for her to be consistent when doing exercise.
- Anxiety due to her studies makes very difficult taking good care of herself.

### Brands



### Platform



Website

## Matías Perez



AGE	25
EDUCATION	Computer Science
STATUS	Single
OCCUPATION	Student
LOCATION	Temuco
TECH LITERATE	High

“ For years I haven't taken care of my body because I play too many games, so I want to change that. Little by little.

### Personality

Introvert   Gamer   Worker  
Otaku

### Bio

In his last year of college, Matías is already working on computer science jobs, because of this and his hobbies, mainly gaming, he does little exercise and has a pretty unhealthy lifestyle. Now he wants to change this with the help of friends, who also have these issues and they can overcome them together, as he is shy around random people to go the gym.

### Core needs

- The motivation for small achievements when improving his habits.
- He simple way that helps him to start his change in exercise and health.
- Being able to improve his habits from home.

### Frustrations

- Guilty over eating junk foods and spending too much time on his computer playing.
- He feels unmotivated when he doesn't see immediate results when he tries to improve his health habits.
- He doesn't find good methods of improving his health that accommodate to his university/work lifestyle.

### Brands



facebook

YouTube



### Platform



Website



Mobile App