

### Jimmy Bal



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Thirty-five-year-old Jimmy works as a construction worker for a mid-sized company in the suburban area of Brampton. Jimmy rents out a basement with his girlfriend Sydney. Sydney is currently looking for employment to improve their financial situation and to help give Jimmy more free time to pursue his passion for bodybuilding.

Jimmy works forty hours a week in a physically demanding job. His work involves lifting, carrying, and a lot of movement, requiring both strength and endurance. By the end of his shift, Jimmy often feels physically spent, however, he is committed to hitting the gym for bodybuilding. Gaining weight to build the muscle mass Jimmy desires is challenging for Jimmy as he naturally has a smaller frame and bone structure. Due to financial constraints, Jimmy also struggles to maintain a diet rich in high-quality, nutrient-dense foods. Jimmy and Sydney rely on budget-friendly, high-calorie options that don't always provide balanced nutrition.

Jimmy is focused on building strength and muscle mass while staying lean. However, Jimmy finds it difficult to take enough calories to fuel both work and his workouts and wants to avoid dropping weight due to any nutritional gaps. Jimmy is especially concerned about ensuring adequate protein intake for muscle growth, along with a balanced intake of carbs and fat. Jimmy also wants to make sure he is drinking enough water because he knows proper hydration is essential. Jimmy is somewhat proficient with technology and is eager to learn more about how it can be used to help him pursue his passion for body-building.

## HealthQuest Personas

### Jack Dundy



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Twenty-four-year-old Jack works as a receptionist at a small office in Ajax, Ontario. He rents a small apartment near his workplace and doesn't get many visitors. He has a lot of free time on his hands during the weekend which he likes to spend either watching television or playing video games.

Jack's days are fairly sedentary. At work, he spends eight or more hours sitting at a desk, answering calls, and assisting clients with appointments. He finds the job mentally tiring and by the time he finishes work, he often feels drained and prefers going straight home. After work, he typically orders takeout, preferring the convenience over cooking after a long workday. He spends the rest of his evening watching TV or gaming before going to bed.

Jack has recently noticed that he has gained some weight, especially around his midsection, and is aware that his habits are starting to affect his energy and mood. He feels uncertain about cooking, especially with his limited knowledge of healthy eating. He's curious about how many calories, protein, and vitamins he should be aiming for but finds the details confusing. Attempts have been made to use fitness apps to help Jack better his lifestyle, however, he finds them overwhelming him with information and finds it tough to motivate himself to keep track of all his nutrition metrics. Even though Jack knows his way around technology, he wants something easy to use and simple to understand.

## HealthQuest Personas

### Rose Bell



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Rose is a sixty-year-old mechanic who recently retired a few months ago. Rose divorced her ex-husband when she was much younger and currently lives alone in her own home in Canton, Michigan. Since retiring, Rose has gained a lot of time on her hands. She has also adopted a cat named Sparkles from the local animal shelter. She enjoys going on walks, going out for brunch, and doing some gardening in her yard.

Rose wakes up every morning at 5 am to feed her cat Sparkles. After feeding Sparkles, Rose has her daily morning tea with chocolate wafers. Shortly after, she usually takes a nap on the couch. Once she wakes up again, she often goes out for brunch with her best friend Riya at a local IHop. She usually spends her afternoon doing yard work and gardening. After she makes herself dinner, she likes to go on a walk in her neighborhood.

Since retiring, Rose has felt the effects of a less active lifestyle experiencing muscle loss and slight weight gain. She values her strength and mobility, she wants to maintain her weight, keep her muscle tone, and protect her joint health as she ages. She is especially concerned about making sure her body gets enough protein to support her muscles, sufficient calcium and vitamin D for her bones and joints, and vitamin C to strengthen her immunity. Rose has an intermediate proficiency with technology and has a willingness to learn more about it.

## HealthQuest Personas

### Hannah Santiago



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Hannah is a sixteen-year-old girl in high school from Calgary, Alberta. She lives with her parents Chase and Emma; she also has a younger brother named Alex who is 3 years younger than she is. She also has a pet labrador retriever named Billy. Hannah is very active and likes to play almost every sport, especially soccer.

Hannah wakes up early in the morning to take Billy on a walk before eating breakfast and attending school. She often has a sandwich and orange juice from the cafeteria. She is the captain of the soccer team and a member of the track and field team regularly participating in practices after school. Once she arrives home, she eats a granola bar and takes Billy on another walk. After spending time completing her homework, she eats dinner with her family, which is usually cooked by her mother Emma. After dinner, she spends time playing with her brother before going to bed.

Hannah is conscious of her need for balanced meals that help her feel strong and energized. She wants to know how much protein she needs to support muscle recovery after intense practice. She is also interested in knowing if she is drinking enough water throughout the day, especially after long practices. Hannah is proficient with technology but prefers something quick and easy to use.