

PERSONA: FRANKIE

"As a person that is concerned about my health, I want to cook a meal that would be nutritious for my body, so that I can feel in control of my health."

Name: Frankie Annual Salary: \$65K Education: BA Degree Ethnicity: Mexican Age: 40 years old Lives: New York, NY Occupation: Social Worker

FRANKIE is a single social worker who works from home. They have suffered through multiple injuries and are often sore and achy. Their job and their two dogs are very demanding so they value rest and relaxation. They enjoy going on walks, being outdoors, and try to be mindful about stretching.

Goals and Needs:

- To be less achy
- Low-impact ways to move their body
- Want to understand their various lab results
- Want a hyper-personalized wellness space
- Medication Tracker

Frustrations:

- Health and wellness spaces are often fatphobic and ableist
- Aren't enough resources for injured bodies

Motivations:

- Being outside
- Limiting pain
- Understanding their body
- Feeling healthy
- Finding inclusive, supportive spaces

Daily Activities:

- Cooking
- Outdoor walks with their dog
- Guided medications
- Quality time with friends and family

Device and Internet Usage Desktop: 2/5

> Mobile Device: 3/5 Social Media: 2/5



PERSONA: LILY

"As an active, health and fitness enthusiast, I want a personalized 4week training program so that I am engaging in activities that are directly beneficial to my body and my mind."

Name: Lily Annual Salary: \$110K Education: MA Degree Ethnicity: Black Age: 30 years old Lives: Austin, TX Occupation: Marketing

Manager

LILY lives with her fiance in Downtown Austin. She commutes to and from work on a daily basis, and makes sure to find time in the day to move her body. Exercise, nutrition, and brain health are very important to Lily, but she wants to make sure that she's doing things that are beneficial to her needs specifically.

Goals and Needs:

- Sync to wearable device
- Varying exercises that fit her changing schedule
- Factual, reliable information/resources
- Healthy recipes
- Monitor how her body is changing over time

Frustrations:

- Health and Wellness space is too expensive
- Health apps aren't considering my vitamin deficiencies, health conditions, etc
- Many products promise quick fixes

Motivations:

- Mental clarity
- Strong body and mind
- Understanding what things affect her body
- Feeling in control
- Connecting with Friends for motivation

Daily Activities:

- Daily runs
- Cooking with fiance
- Winding down with a book

Device and Internet Usage Desktop: 4/5

Mobile Device: 5/5 Social Media: 5/5