

Seated Sam

Background:

- Young scientist
- Master's degree in chemistry
- Single

Demographics:

- Male, 32 years old
- Single income of \$55,000
- Lives in large apartment with two friends

Identifiers:

- Spends days in the lab
- Always using tech, loves summary screens
- Spends most evenings and weekends playing video games

Homebody Holly

Background:

- Mid-level professional
- Bachelor's degree in finance
- Married

Demographics:

- Female, 36 years old
- Household income \$98,000
- Lives in a single-family home w/husband & two kids

Identifiers:

- Spends most family time indoors and watching movies
- Looking for ways to have a more active lifestyle
- Tech savvy and looks for technology solutions to life problems
- And really likes to keep track of "their numbers"

Successful Sampson

Background:

- Vice president of an engineering firm
- Bachelor's degree in civil engineering, MBA
- Married with 4 children, 12/13/16/18

Demographics:

- Male, 51 years old
- Dual family income of \$160,000
- Lives in custom home in affluent community

Identifiers:

- Thinks that his family spends too much time indoors
- Appreciates the finer things in life
- Interested in figuring out a healthier lifestyle