

# User Persona



Physical Therapist

## Key Attribute

Add adjectives to describe this persona

- Curious
- Analytical

## Short Description

Add phrases to bring this persona to life

- This user owns their own practice where athletes and non athletes alike come to better their health and performance day to day

## Needs

Add the persona's reasons for taking this particular journey

- They are trying to make their clients as healthy as possible, and finding overall trends will help their knowledge of fitness grow to do so
- Finding trends in specific clients will help them give tailored attention

## Challenges

Add pain points or potential frustrations

- Hard to find trends in all of their clients not just one at a time
- Don't have any visuals to find trends in general

## Opportunities

Add ways that your product or service can address the pain points

- With graphs, they will be able to find overall trends
- With a full all inclusive data table they can then look at specific users or specific groups of users within certain BMI ranges, ranges of steps taken in a day, etc.

# User Persona



Public health  
organization  
employee

## Key Attribute

Add adjectives to describe this persona

- Inquisitive
- Bored

## Short Description

Add phrases to bring this persona to life

- Tired of just looking at numbers
- Enthusiastic about finding overall trends in groups of people health wise

## Needs

Add the persona's reasons for taking this particular journey

- Employees who are supposed to be helping suggest legislation that will improve everyone's overall health are not necessarily trained in data science, so they need the tools to help them analyze trends in the public

## Challenges

Add pain points or potential frustrations

- Feel unmotivated to find trends without visuals
- Might not feel like they have enough evidence to be pushing for certain suggestions or policies

## Opportunities

Add ways that your product or service can address the pain points

- My product can allow the employee to analyze visuals that will show trends helpful to their work
- Through graphs, they'll uncover findings that they might not have thought of before