**User Personas**

**Newfound Nikki**

A person smiling for the camera

Description automatically generated

**Background:** Nikki has an undergraduate degree in biology and is currently in medical school. Nikki is a very busy and active individual. Nikki had issues with weight in her past but has managed to keep it off for most of her adult life.

**Demographics:** Nikki is 25 years old and currently lives in a single bedroom apartment in Parma, Ohio. She is single and has no children. Nikki has a single-family income of $35,000 a year.

**Identifiers:** She is somewhat comfortable with technology and she is never seen without her phone. Nikki is passionate about health and fitness. Nikki loves going to the gym and is an avid runner.

**Modern Mickie**

A person smiling for the camera

Description automatically generated

**Background:** Mickie has no college degree but has some retail customer service experience. Mickie has struggled with diets her whole life and cannot seem to find a diet that really works for her, especially working an 8-5 job.

**Demographics:** Mickie is single and has no children. Mickie is 22 years old and currently lives at home with her parents. She has a single-family income of $30,000.

**Identifiers:** Mickie rarely goes to the gym and is very comfortable with technology. Mickie is very inactive, except for the activity she gets from her job.

**Rockin’ Rob**

A person in a blue shirt

Description automatically generated

**Background:** Rob has an MBA and is currently as a human resources manager for a fortune 100 company. Rob has struggled with weight in the past but tries to be very mindful of what he eats daily. He lifts weights and likes doing yoga to relax.

**Demographics:** Rob is 28 years old and currently lives with his wife and his 2 young children. They live in a single-family house in Brecksville, Ohio. They have a single-family income of $70,000 a year.

**Identifiers:** Rob is a very determined person and is constantly on the go. Rob is somewhat tech savvy.

**Earnest Erin:**

A person standing in front of it

Description automatically generated

**Background:** Erin has an undergraduate degree in nursing and is currently pursing her Master of Science in nursing with a specialization in nurse practitioner. Erin has never been severely overweight, but she has never been happy with the way she looked. She has taken a big interest in her weight recently seeing as how she is getting married to her fiancé in a year. Erin does not have a specific exercise that she doe daily but her job of being a full-time nurse keeps her very active.

**Demographics:** Erin is 26 years old and currently lives in a single-family house in Cuyahoga Falls, Ohio. She has no children, but she lives with her fiancé. Erin has a single-family income of $65,000.

**Identifiers:** Erin is moderately comfortable with technology and can be seen browsing her laptop on her breaks at work. Erin rarely has time to go to the gym.