The Walk and Shop App
Persona 1: Bill the Remote Computer Worker

Motivations
- Concerned about health
- Concerned about environment
- Wants to be more active
- Wants to walk more
- Wants to use the car less

Demographics
- Age: 48
- Male
- Works from home
- Computer Marketer
- Web savvy
- Healthy
- Likes to walk

Pain Points
- Sits too much
- Not active enough
- Driving is too expensive
- Can't walk to shopping because everything is too far.
Quote: "I can't walk for shopping because I live in an industrial area and there's nothing close by".