

# Socialite Sally

<b>Occupation:</b>	Secondary school student
<b>Age:</b>	16
<b>Gender:</b>	Female
<b>Income:</b>	N/A
<b>Education level:</b>	Secondary school
<b>Residence:</b>	Suburban

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“Games are fun,  
but only if I can share that experience with my friends.”

## About me

I’m a secondary school student from Somerset. I really like chatting with friends about the latest shows and TikTok. Trying to do those dances is fun, but our recordings never come out good enough to post. I currently go to a school near my home and walk there when the weather’s nice. My favourite things about my hometown are the amazing restaurants! I love to get ice cream from the shop on the way back from school, and our family gets Indian take away at least once a week. My favorite subject is history, but I’m hoping to learn about business when I go to university.

<b>Goal:</b>	Become a CEO for my own company.
<b>Challenges:</b>	I struggle doing homework for subjects I don’t enjoy.
<b>Likes:</b>	I like being able to talk and work together with my friends.
<b>Sources of information:</b>	Instagram, TikTok, Twitter

# Focused Ferdinand

<b>Occupation:</b>	University undergraduate student
<b>Age:</b>	20
<b>Gender:</b>	Male
<b>Income:</b>	£5,000
<b>Education level:</b>	Secondary school
<b>Residence:</b>	On-campus housing

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“I really want to eat healthier foods,  
but school is more important right now.”

## About me

I’m a biology major studying at the University of Sheffield. I do genetic research with yeast for part time work, and I’m hoping to start a postgraduate programme after I graduate. I like hanging out with people in my dorm, playing video games, and going to the occasional party. But usually, I don’t have too much time for the fun stuff, and spend most of the time in the library. I don’t have the best diet. I feel like learning about nutrition is an extra layer of research on top of what I’m already doing. I’d like to eat healthier, but convenience is more important to me right now.

<b>Goal:</b>	Become a researcher for a private company
<b>Challenges:</b>	Making healthy decisions in day to day life, especially on stressful days.
<b>Likes:</b>	Video games and talking with friends
<b>Sources of information:</b>	Instagram, Email, YouTube

# Lively Lilly

<b>Occupation:</b>	Property manager for apartment complex
<b>Age:</b>	37
<b>Gender:</b>	Female
<b>Income:</b>	£35,000
<b>Education level:</b>	Undergraduate Degree in Philosophy
<b>Residence:</b>	Urban City Centre

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“I’m not really into games,  
but a challenge is tempting.”

## About me

I work at a new apartment complex in Liverpool where I help residents with requests. I also help manage the grounds and ensure rent payments are received on time. I like working at my job, but some days can be really slow. I’ll usually scroll through Facebook or read a book on my phone when I don’t have anything better to do. Nights are another story, though! I love to go for a job or do HIIT in the evenings. It really makes me feel alive. Afterwards, I usually try to socialise with friends or relax by cooking dinner. I usually try to eat healthily except on Saturdays, which are my cheat day. Overall, I’m pretty conscious about my health and diet.

<b>Goal:</b>	Create a close friend group and stay healthy through my 30s
<b>Challenges:</b>	Finding ways to entertain myself when work is slow
<b>Likes:</b>	Challenges and finding new ways to stay fit
<b>Sources of information:</b>	Facebook, BBC, friends

# Practical Persephone

**Occupation:** General practitioner at a private clinic  
**Age:** 34  
**Gender:** Female  
**Income:** £100,000  
**Education level:** Bachelor of Medicine from University of Bristol  
**Residence:** Suburb

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“Educational games are great,  
but I can’t find myself supporting it if it isn’t accurate.”

## About me

I’m a GP who currently sees patients at a private practice. I originally worked for the NHS, but I liked the idea of establishing my own practice and tailoring it to the needs of my patients. My patients often struggle with dietary needs, but I struggle getting on board with applications that seem to have no scientific backing. It’s hard to find ways to encourage patients to change bad food habits because there tends to be a lot of shame surrounding the issues. In general, I probably work around 45-50 hours a week, so I don’t find time for many hobbies. I do like to cook and read a good novel, though. I almost always go for a walk in the evenings and really take in the scenery around my home.

**Goal:** Increase the health of patient group  
**Challenges:** Helping patients make good dietary choices  
**Likes:** *Pride and Prejudice*, the smell of the country  
**Sources of information:** BBC, science journals, conferences

# Busy Bernard

<b>Occupation:</b>	Data Analyst
<b>Age:</b>	46
<b>Gender:</b>	Male
<b>Income:</b>	£50,000
<b>Education level:</b>	BSc in Data Science and Analytics
<b>Residence:</b>	Suburban

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“I have no idea what’s healthy.  
I usually just try to buy things that  
don’t have any red nutrition icons on the front packaging.”

## About me

I currently work from home at my home office and have two girls, ages 14 and 8. My wife works in retail, so I end up doing a lot of the cooking and taking the girls to school and such. On the weekends, my wife likes to give me a break and lets me go cycling with my friends. Sometimes we cycle for up to three hours! There’s plenty of scenic riding along the coast, and it’s a perfect way to relax. My girls love video games, and are always following the latest trends on Twitch. Whatever some famous streamer is playing, they’re bound to want to play. Sometimes I worry they’re not getting enough out of games, but it does make them happy.

<b>Goal:</b>	Have a healthy and happy family
<b>Challenges:</b>	Keeping the girls active and engaged in wholesome content
<b>Likes:</b>	Brownies, cycling, family board games
<b>Sources of information:</b>	BBC, Twitter, Facebook