

### **Peter Roberts**

- Age: 42
- Marriage status: Single
- Occupation: Gym Owner
- Education: B.A. in Business Management, Arizona State University
- Hobbies: Working out, Tennis, Basketball
- Other:
  - Always dehydrated
  - Busy work life



- **Scenario:**
  - Peter is a gym owner who always puts his patrons first. He notices that a lot of his patrons don't visit the water station very often despite being in an environment that makes people sweat and dehydrated. He realizes that people aren't drinking enough water due to unawareness of dehydration and an underestimation of how much they need to drink.

### **Sally McDaniels**

- Age: 38
- Marriage status: Married
- Occupation: Manager
- Education: B.A. in Business Administration, Northeastern University
- Hobbies: Shopping, Dancing, Singing
- Other:
  - Works in a large office
  - Busy work life in a corporate setting



- **Scenario:**
  - Sally works in an office setting with rooms filled with cubicles. She notices that a lot of the office workers are always lethargic and tired. Upon closer inspection, she realizes that it is related to the fact that the employees are barely drinking any water. Having a basic water dispenser in the office, she has no way of motivating the employees to drink more water and become more productive.