

Melinda Minton
SWDV 691: Capstone
July 18, 2021

The Health Spot: Personas

Kim

Background:

- Hiring manager
- Bachelor's degree
- Married with 3 kids.

Demographic:

- Female; 36 years old
- Dual Family income \$110,000

Identifiers:

- Easy going personality
- Business savvy
- Wants to live healthier

Simple task: Add supplements to cart

Complex task: check out with a fill order

Don

Background:

- Project Manager
- Bachelors in business management; MBA

Demographic:

- Male; 52 years old
- Married
- Lives in an upscale neighborhood

Identifier:

- Tech/business Savvy
- Strong personality
- Very athletic
- No health concerns

Simple task: Wants to buy a new treadmill and sport attire

Complex task: Add a treadmill and sport attire to checkout => checkout using credit card

Becky

Background:

- Student
- School athlete
- Active

Demographic:

- Female; 18 years old
- A Dependent
- Middle class school district

Identifiers:

- Athletic
- No health concerns
- Goal setter

Simple task: Buy sports equipment; softball bat, glove, balls, etc

Complex task: add items to the cart and check outl.