




## Primary Persona

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| <p>Name: Natalie</p> <p>Office worker</p> <p>Short hair, LG-G6</p> <p>Cute oversized outfits</p>    | <p>Demographics &amp; Behaviors</p> <ul style="list-style-type: none"><li>- 30 years old, 5' 5", 170 lbs</li><li>- Married for over a year / no kids</li><li>- University graduated</li><li>- Office Job</li><li>- Enjoys fast food, ready meal, sugary snacks</li><li>- Dines out often and loves wine</li><li>- Spends cozy time together with husband at home watching Netflix</li><li>- cooks too much comfort foods</li></ul> |
| <p>Needs, Obstacles &amp; Desires</p> <ul style="list-style-type: none"><li>- not happy with her self image</li><li>- her favourite dresses no longer fit her</li><li>- avoids being taken pics at the events</li><li>- active social life</li><li>- lacks the skills to cook healthy meals</li><li>- unsuccessful attempts with meal replacement shakes and fad diets</li><li>- to get back into the shape when she was in early 20's</li><li>- to feel good about herself</li><li>- wants to look great at her sister's wedding next summer</li><li>- needs to lose 35 lbs by end of August 2018 (8 - 9 months)</li><li>- maintains a positive relationship with her husband</li></ul> |  |

## Secondary Persona

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| <p>Name: Mary</p> <p>Manager</p> <p>Ponytail, Galaxy S8</p> <p>Baggy unflattering clothes</p>    | <p>Demographics &amp; Behaviors</p> <ul style="list-style-type: none"><li>- 35 years old, 5' &amp;", 220 lbs</li><li>- Married with 2 kids</li><li>- University graduated</li><li>- Manager in accounting department</li><li>- feels loss due to death of a loved one</li><li>- finds comfort in food</li><li>- loves chocolate bars</li><li>- busy life style with work and two daughters</li></ul> |
| <p>Needs, Obstacles &amp; Desires</p> <ul style="list-style-type: none"><li>- emotional eater</li><li>- swollen feet and knees from excessive weight</li><li>- no time to think about herself because she is focusing on the family</li><li>- following a loss of her parent, she doesn't want her daughters to feel the same loss</li><li>- wants to be able to keep up with her kids</li><li>- wants to stay healthy for her kids and be a role model mother</li><li>- needs to lose 70 lbs in 1.5 years (18 months)</li></ul> |  |

## Supplemental Persona

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| <p>Name: Paul</p> <p>Programmer</p> <p>Short hair, iPhone X</p> <p>Extremely baggy clothes</p>    | <p>Demographics &amp; Behaviors</p> <ul style="list-style-type: none"><li>- 25 years old, 6' 2", 270 lbs</li><li>- Single</li><li>- University graduated</li><li>- Computer programmer</li><li>- Overweight since childhood</li><li>- eats fast food for lunch and takeout for dinner</li><li>- doesn't cook</li><li>- very low self esteem</li><li>- avoid going out to socialize with people</li><li>- feels that he doesn't fit in with others because he is too big</li></ul> |
| <p>Needs, Obstacles &amp; Desires</p> <ul style="list-style-type: none"><li>- can't find clothes that fit</li><li>- hates how he looks compared to others since he was very young</li><li>- travels often for work</li><li>- doesn't know how to cook</li><li>- unsuccessful with fad diets</li><li>- wants to lose 90 lbs in 15 months</li><li>- wants to fit in with others</li><li>- wants to feel good about himself</li><li>- wants to find someone special</li></ul> |   |

## References

Cooper, A., Cronin, D., Reimann, R., Ebooks Corporation & Books24x7, I. 2007, About face 3: the essentials of interaction design, 3<sup>rd</sup> edn, John Wiley & Sons, Inc, Hoboken.

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Primary Persona image: Retrieved from

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Supplemental Persona image: Retrieved from

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