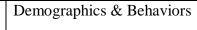
## **Primary Persona**

Name: Natalie

Office worker

Short hair, LG-G6

Cute oversized outfits



- 30 years old, 5' 5", 170 lbs
- Married for over a year / no kids
- University graduated
- Office Job
- Enjoys fast food, ready meal, sugary snacks
- Dines out often and loves wine
- Spends cozy time together with husband at home watching Netflix
- cooks too much comfort foods



Needs, Obstacles & Desires

- not happy with her self image
- her favourite dresses no longer fit her
- avoids being taken pics at the events
- active social life
- lacks the skills to cook healthy meals
- unsuccessful attempts with meal replacement shakes and fad diets
- to get back into the shape when she was in early 20's
- to feel good about herself
- wants to look great at her sister's wedding next summer
- needs to lose 35 lbs by end of August 2018 (8 9 months)
- maintains a positive relationship with her husband

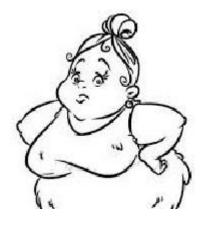
# **Secondary Persona**

Name: Mary

Manager

Ponytail, Galaxy S8

Baggy unflattering clothes



Demographics & Behaviors

- 35 years old, 5' &", 220 lbs
- Married with 2 kids
- University graduated
- Manager in accounting department
- feels loss due to death of a loved one
- finds comfort in food
- loves chocolate bars
- busy life style with work and two daughters

Needs, Obstacles & Desires

- emotional eater
- swollen feet and knees from excessive weight
- no time to think about herself because she is focusing on the family
- following a loss of her parent, she doesn't want her daughters to feel the same loss
- wants to be able to keep up with her kids
- wants to stay healthy for her kids and be a role model mother
- needs to lose 70 lbs in 1.5 years (18 months)

## **Supplemental Persona**

Name: Paul

Programmer

Short hair, iPhone X

Extremely baggy clothes



Demographics & Behaviors

- 25 years old, 6' 2", 270 lbs
- Single
- University graduated
- Computer programmer
- Overweight since childhood
- eats fast food for lunch and takeout for dinner
- doesn't cook
- very low self esteem
- avoid going out to socialize with people
- feels that he doesn't fit in with others because

he is too big

Needs, Obstacles & Desires

- can't find clothes that fit
- hates how he looks compared to others since he was very young
- travels often for work
- doesn't know how to cook
- unsuccessful with fad diets
- wants to lose 90 lbs in 15 months
- wants to fit in with others
- wants to feel good about himself
- wants to find someone special

#### 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.

Gothelf, J. & Seiden, J. 2016, Lean UX, 2nd Edition, 2nd edn, O'Reilly Media, Inc.

## Primary Persona image: Retrieved from

https://www.google.ca/search?q=fat+girl+sketch&safe=active&tbm=isch&tbs=rimg:Cet NirwHPDj7Ijh9ASqca2NjFuymb8um4RDwZEVCwxeT2rB1cQlr2yEagIetnSlv-BCgENjdX1whZ5q31Rc9FHfUxioSCX0BKpxrY2MWEfzL9wspieiIKhIJ7KZvy6bhEPARP8d05WPzw6cqEglkRULDF5PasBEnWIU8kse2gioSCXVxCWvbIRqAEf5e\_1lK9mem3KhIJh62dKW 14EKARBNvt-

jteneYqEgkQ2N1fXCFnmhGQ1iOradU2JioSCbfVFz0Ud9TGEeSPFxVC7ThZ&tbo=u&sa=X&ved=0ahUKEwj-

ms3YjMfXAhWrqlQKHaKfBNQQ9C8IHw&biw=1600&bih=745&dpr=1#imgdii=MA4 N0CU9\_X3knM:&imgrc=vV4-qHroEDXoKM:

## Secondary Persona image: Retrieved from

https://www.google.ca/search?safe=active&sa=G&hl=en-

CA&q=cartoon+drawing+of+fat+women&tbm=isch&tbs=simg:CAQSlwEJ85ehD2RPyq IaiwELEKjU2AQaBAgUCAoMCxCwjKcIGmIKYAgDEij4H9cd2B3KE\_1kfzhPDCM8 TyRPCCIcqpy3IKZ4jxDetKZsjwzeYNZ0jGjCuPzuVMRPZN2hcf\_1foO\_1mm5QBJFW yJuR\_1Sg0APLzkrpFpgW\_1YDypyWIQ1yu6zroDggBAwLEI6u\_1ggaCgoICAESBEKo XdkM&ved=0ahUKEwib45 7-

ZfYAhUjzIMKHWyZAk8Qwg4IJigA&biw=1777&bih=882#imgrc=GdjnAxcKlyl\_-M:

## Supplemental Persona image: Retrieved from

https://www.google.ca/search?safe=active&hl=en-

CA&q=body+positivity+for+men&tbm=isch&tbs=simg:CAQSlgEJut0OqV7YGUAaigE LEKjU2AQaBAgUCAoMCxCwjKcIGmEKXwgDEicE0RPUHfsCzRPSE8wTzgLPE\_1k f7iShLr8gsSPYLOAs2iT1LeEjsyAaMFM6\_1Xisk9LpIBJLaYtsskjNTZMjmI4h2mbjbsO GCR-GIF\_1BjpZENyYqE0RbIIUkSyAEDAsQjq7-

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