

EDUCATED GUESS

NAME

~~Use a realistic name. Don't use names of colleagues.~~

Lydia Li

DESCRIPTOR

~~What type of persona is it. Describe the most prominent differentiator.~~

Lydia Li is a professional nutrient that worked for the “WorkOut”

QUOTE

~~Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.~~

As a person who was also have the concern about weight, I would like to try my best to help anyone who download this app and have any questions.



WHO IS IT ?

~~Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.~~

Lydia Li is twenty-five years old and she graduated from graduate school two years ago. In this two years, she has done various job, but now she chose her favorite “be a Nutrient.” The location of her home was close to the office, she usually walked to the office about 20 minutes. She was a optimistic girl who really makes people laugh and love to be along with her. She was also a good and professional nutrient and she loves to hear the story and share the story with consumers.



WHAT GOALS?

~~What is the supreme motivator? What are (latent) needs and desires?~~

Our Goal for the “WorkOut” App was for everyone both man and woman have their dream healthy body. Latest, a healthy body is one of the very important thing in people’s life. Nowadays, more and more people go to the gym, but they do not know what is the efficient way to workout. That’s why we are here.

WHAT ATTITUDE?

~~What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.~~

The expectation of the “WorkOut” App was to make people more confident about themselves. Lydia will provide the best suggestions for all the consumer.



WHICH BEHAVIOUR?

~~What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).~~

~~What works well, what are the frustrations, what is stopping her from choosing a function, service or product?~~

The “WorkOut” app are both for online and offline to answer the question. Lydia loves to shopping online and check out the newest method of working out. If she found out some new one, she will try to learn it and bring it to the consumer.

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?
Why, how can you tell?

Decisions made on facts or emotion?
Why, how can you tell?



ASPIRATIONAL

ACTUAL