



# Sherry B.

BRYK RESEARCH

**Wearables**

## *Interested... but skeptical*

Age: **36**  
Gender: **Female**  
Work: **Systems Administrator**  
Where: **Brooklyn**  
Tier: **Business Casual**

“ I'm totally interested in the potential of wearables. I'm just not sure they're ready for prime time. ”

## Motivations

Sherry uses her smartphone all day for work voice calls and messaging, which satisfies her current needs for communication, newsreading and step tracking on breaks and during commutes. ■ She is casually interested in Wearables, partly to supplement or replace her smartphone when working, and partly for their proposed health benefits. ■ As an IT person, Sherry admits being jaded about tech product hype and life cycles and would need to be convinced that (a) her communications needs can be met by current iterations, and (b) her health data will be secure and produce useful, actionable data. ■ There is already a stigma around female IT workers, and Sherry wishes to avoid "nerdy" looking accessories. She loves her Sennheiser bluetooth in-ear headphones and that is her general ideal for wearables: bespoke style and seamless function.

## Goals

- *Demands high quality AI interaction and UI function for her work communications*
- *Interested in immediate feedback and useful data from her exercise regimen*
- *Wants attractive, neutral design that adapts to her personal style and transitions well between her multiple daily contexts of use*

## Frustrations

- *Too much daily effort for charging, syncing, etc.*
- *Current offerings are unattractive, and "generally nerdy-looking"*
- *Concerned that health wearables are not yet generating usable, understandable data providing her and her medical providers real-world, actionable outcomes*

## Sherry's Bio

Sherry is a young IT professional living in Greenpoint with her husband and two dogs. She is physically active and gets around NYC by a combination of foot, CitiBike and MTA. Her typical commute is about 40 minutes each way, and she is delighted her employer is allowing her to tele-work part-time. ■ Her non-work interests are low-tech (*Yoga, running, low-intensity cardio, commute walks, and patio dining with friends*) ■ Sherry doesn't relish being connected at all times, but she does need to be reachable for crisis management for her work. ■ She would like to make sure she is making effective choices when working out.