

# Anne Jackson

**Age:** 22

**Environment:** Off campus apartment.

**Mentality:** Emily is graduating from college and beginning a consulting job at Deloitte. She is ready to manage her own healthcare.

**Motivations:** One of Anne's roommates was diagnosed with diabetes this year, driving Anne to want to be more proactive about her own health.

**External factors affecting use:** Emily is busy wrapping up her studies, as well as adjusting to life in Boston on her own. She has very limited free time.



# Precedents



## Similarities:

data visualizations, social sharing, and reminders which improve adherence.

## Differences:

Form

Preventative care and long reaching effects vs fitness goals with immediate feedback

Providing information and education about the importance of the actions taken, improving on the Fitbit singular proposition of data without education.