**PERSONA Client Fitbit**

**Project Fitness Tracker**

**Date August 31, 2022**

**DEMOGRAPHICS**

Name Saurav Aulakh

Age 20 Gender Male

**Bio (Shorthand)**

**Self-conscience male college athlete**

**Needs/Frustrations**

**Track health activity**

**Motivations**

**Physiological/Safety/Belonging/Esteem/Self-Actualization**

**Brands**

**Adidas, Apple**

Income 20-30k Location Amritsar

Employment Student

Education College

Status Single

**Psychographics Psychographics**

**Behavioristics**

**Brand Loyal**

**Trendy/Sporty/Energetic**