

# GULSHAN BATRA

"I want to live life like  
there is no tomorrow."

## BIO

Leads a stressful life resulting in high blood pressure. Recently survived a stroke.

## GOALS

- Eat healthy
- Exercise regularly
- Manage stress
- Avoid smoking and drinking
- Keep a positive attitude

AGE 46

STATUS Married

OCCUPATION IT Manager

LOCATION Bangalore, India

## MOTIVATIONS

- Loved ones
- New phase of life ahead

## FRUSTRATIONS

- Work pressure
- No time for family and friends
- Ignored Health problems

## NEEDS/EXPECTATIONS

- Ayurvedic treatment
- Guidance to improve Lifestyle
- Community of people suffering from same health problems

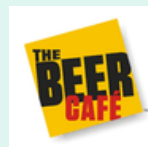
## PERSONALITY/BEHAVIOUR



## RECENTLY USED APPS/SITES

**zomato**

**NETFLIX**



# Swayam



"I want to fly and live a normal life like everyone else"

## BIO

Diagnosed with type 1 diabetes when he was in the 7th standard. Loves to dance and play Football

## GOALS

- Eat healthily
- To maintain Low A1C Levels
- To manage health on his own

AGE 20

STATUS Single

OCCUPATION Student

LOCATION New Delhi, India

## MOTIVATIONS

- Fear of life
- Family

## FRUSTRATIONS

- Expensive insulin shots
- Restrictions while eating
- Pain in taking insulin shots

## NEEDS/EXPECTATIONS

- To keep a record of his sugar levels
- To remind him about insulin shots
- He needs positive reinforcement

## PERSONALITY/BEHAVIOUR



## RECENTLY USED APPS/SITES

