PROTO PERSONA

NAME

Ewan McGregor

DEMOGRAPHICS

age 30

lives in a city

high-school/degree

web developer

single

BEHAVIOURS

is well organized

jogs early in the morning, usually follows a balanced diet

works until 6/7 pm, now working remotely

loves technology and tech gadgets (smart watches, apps that track health conditions, metrics when running etc)

NEEDS AND GOALS

needs to manage the stress of social distancing (working from home, not meeting family and friends)

needs to identify and reduce stressful situations

wants to learn more about his own behavioural patterns and find how his emotions are linked to particular behaviours

wants to check his mental condition

wants to improve self-awareness and self-control