IGGY

DEMOGRAPHIC:

AGE: 20
GENDER: FEMALE
RELATIONSHIP STATUS: SINGLE
FAMILY STATUS: MIDDLE CLASS
OCCUPATION: COLLEGE STUDENT
MAJOR: LAND AND FOOD SYSTEMS
RACE/ETHNICITY: ASIAN
COUNTRY OF ORIGIN: JAPAN

PERSONALITY TRAIT:

- CARES ABOUT ETHICAL ISSUES IN FOOD CON-
SUMPTION (WATCHES A LOT OF DOCUMENTA-
RIES), BUT DOESN'T CARE AS MUCH ABOUT SUS-
TAINABILITY/ENVIRONEMNTAL ISSUES.

- HAS DIFFICULTIES FORMING NEW HABITS:
MOST OF HER CURRENT LIFESTYLE HABITS ARE
DERIVED FROM HOW SHE WAS RAISED, BUT SHE
HAS A HARD TIME FOLLOWING THROUGH WITH
NEW GOALS.

- PREFERS THE ADIVICE OF SOMEONE SHE
TRUSTS RATHER THAN CONDUCT INDEPENDENT
RESEARCH

- USES QUALITATIVE MEASUREMENT OF
GOAL-ACHIEVEMENT RATHER THAN QUANTITATIVE

PAIN POINTS:

- SHE USED TO USE FITNESS PAL APP, BUT GAVE
UP ON THE APP SINCE IT TAKES TOO LONG TO
ENTER DATA ON EACH MEAL.

- AS A FULL-TIME STUDENT APPLYING TO
GRADUATE SCHOOL, SHE NEEDS AN APP
THAT'S LOW MAINTENANCE AND UNINTRUSIVE.

- SHE'S NOT VERY TECHNICALLY COMPETENT,
AND REQUIRES DESIGN TO BE VERY INTUITIVE
AND HAS LITTLE LEARNING CURVE

- IMPATIENT

MOTIVATION/NEEDS:

- WANTS TO LEARN MORE ABOUT THE ETHICAL CONSEQUENC-
ES OF FOOD.

- MAKE TANGIBLE IMPACT ON THE WORLD WITHOUT DRAS-
TICALLY ALTERING HER CURRENT LIFESTYLE

SAYS:

" I CARE ABOUT THE ETHICAL
ISSUES AND WANT TO MAKE A
TANGIBLE DIFFERENCE"

" I WANT AN APP THAT'S EASY
TO LEARN HOW TO USE"

THINKS

THESE ANIMAL PHOTOS MAKE
ME SAD, BUT IS IT WORTH THE
TROUBLE OF ME LOGGING IN
ONTO THE APP.

THIS IS SO ANNOYING IT'S NOT
LOADING.

AM I DUMB OR IS THIS
APP DUMB

**IGGY'S
EMPATHY
MAP**

DOES:

PRESSES BUTTONS RANDOM-
LY, HOPING TO GET TO THE
LOGGING PAGE ALREADY

SKIPS OVER ALL LONG
PARAGRAPHS OF WORDS

FEELS:

CONFUSED: WHAT DOES THIS
BUTTON DO

IMPATIENT: WHY IS IT NOT
WORKING

GUILT: I NEED TO LOG THIS OR
I'D BE A BAD PERSON