



TAYLA

DEMOGRAPHIC:

AGE: 20
GENDER: FEMALE
RELATIONSHIP STATUS: SINGLE
OCCUPATION: COLLEGE STUDENT
RACE/ETHNICITY: HALF WHITE/HALF ASIAN
COUNTRY OF ORIGIN: TAIWAN
CURRENT LOCATION: LOS ANGELES

PERSONALITY TRAIT:

- EXTREMELY ORGANIZED: TRIED BULLET JOURNALING AND HABIT TRACKING APPS: CALCULATES FINANCIAL SPENDING REGULARLY
- AESTHETIC DRIVEN: LIKES COLORFUL IMAGERY, AND GRAPHICS LIKE THAT OF HEADSPACE
- ANALYTICAL/DATA-DRIVEN: AS A SCIENCE MAJOR, SHE LIKES TO QUANTIFY HER LIFE WITH CHARTS AND GRAPHS TO RECORD QUANTITATIVE PROGRESS.
- REGULARLY SETS AND FULFILLS LIFESTYLE GOALS (IE. DRINK MORE WATER, EXERCISE REGULARLY)
- TASTE/HEALTH-DRIVEN FOOD CONSUMER: SO FAR, SHE HASN'T FELT A DRIVE TO CONSUME ETHICALLY.
- HIGH ABILITY/DESIRE TO LEARN

PAIN POINTS:

- THE PREVIOUS HEALTH APPS SHE USED HAS FELT TOO REPETITIVE. THEY DIDN'T PROVIDE ADDITIONAL INFORMATION OTHER THAN WHATEVER SHE INPUTED.
- CONSUMING FOOD ETHICALLY TAKES A LOT OF RESEARCH, BUT AS A FULL-TIME STUDENT, HER TIME IS LIMITED.

MOTIVATION/NEEDS:

- WANTS TO QUANTITATIVELY TRACK HER PROGRESS TOWARDS THE LIFESTYLE GOALS THAT SHE SETS.
- WANTS DATA OF NUTRITIONAL/FINANCIAL BREAKDOWN OF FOOD CONSUMPTION
- WANTS TO CUSTOMIZE THE EXPERIENCE BASED ON HER NEEDS

SAYS:

"I WANT TO KNOW HOW I'M DOING WITH ALL MY GOALS"

THINKS

THIS SAYS I'M ACHIEVING THIS GOAL, BUT HOW? WHERE'S THE DATA.

OOO CUTE GRAPHICS!

I'M BORED. ARE THERE MORE FUNCTIONS?

TAYLA'S
EMPATHY
MAP

DOES:

METICULOUSLY LOG ALL OF HER DATA.

CHECKS OUT THE CUTE GRAPHIC SUGGESTIONS.

EXPLORES EVERY PAGE AND FUNCTION OF THE APP.

FEELS:

HAPPY: LOVES COLORFUL DESIGN

BORED: IF THE PROCESS GETS REPETITIVE, TAYLA WILL FEEL BORED