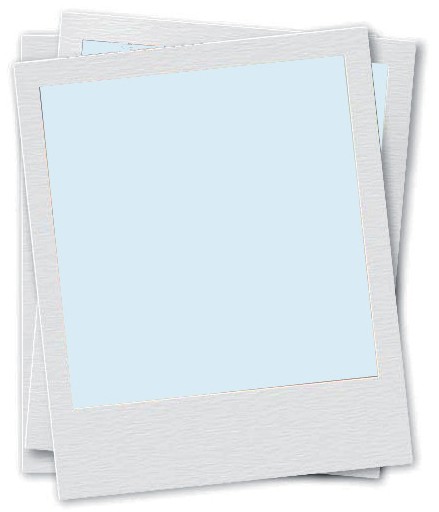
# NAME

Carol the Health Nut

Use a realistic name. Don’t use names of colleagues.



**DESCRIPTOR**

A fitness and health enthusiast.

What type of persona is it. Describe the most prominent differentiator.

**QUOTE**

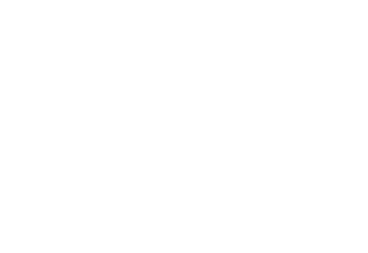
***Health and fitness are important to me. It is a lifestyle change that influence my body and***

***mind.***

Capture the essence to one or two points that could come out of the persona’s own mouth - so to speak.

# WHO IS IT ?

EDUCATED GUESS



Age: 25

Location: Winnetka, Illinois

Job: Secretary at an accounting firm

Job Description: Handles office day-to-day upkeep and general tasks for her superiors and other employees. Sits at her desk all day.

About: Passionate about the environment and "green" things. She strives to be active and when she isn't at home or the office,

she is at her gym doing cardio or participating in yoga. She is obsessed with anything that might better her health.

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

# WHAT GOALS?

ASPIRATIONAL

ASPIRATIONAL

**WHAT ATTITUDE?**

She does her best to follow the latest trends in fitness and health via internet articles and magazines. She wants to be healthier and is looking for anything that might give her a boost in her fitness goals or weight loss.

Wat is the supreme motivator? What are (latent) needs and desires?

Carol is always "on-the-move". She believes that a new day is a new opportunity to better oneself. She would like to eat at a clean environment and likes to try new things that might be pleasing to her tastes and most importantly, pleasing to her health. She loves looking at nutrition facts and is always looking at the "nutrition" section of the restaurant's websites she

visits.

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

# WHICH BEHAVIOUR?

After her divorce with her husband, Carol began to engage in emotional binge eating. She was also caring for her 10 year-old daughter by herself and is stressed with work and her child. Junk food was her only way of coping with her life. After much self-reflection, she knew that she had to change both for herself and her daughter. She started out by joining a gym and going whenever she pleased. Initially, she did lose a bit of weight, but overtime it became a habit and she started seeing her waist line shrink. She vowed to never go back to her old ways and became a gym rat and fitness nut.

Thus, she is deeply interested in foods that are low calories and packed with vitamins and nutrients. She tracks the calories, fats, carbs, and protein she consumes on the daily and gets this information by going to the websites of restaurants she has eaten at. She also thinks the environment of the restaurant establishment is important. She notes the cleanliness and service and frequently uses social media to leave her review of the place. She absolutely hates it when the restaurant does not have any social media presence and even more so if a site does not display the nutritional info. She does not return to the establishment for she fears that her calorie count will not be accurate for the day. If she can, she usually looks up the website to a place she hasn't been beforehand. She pours over the site and likes to look through the menu to see what she wants as soon as she gets there. Therefore she makes her decision slowly because she must weigh each of her options to see if it lines up with her fitness goals.l She has a lot of friends she has made at the gym and tends to gossip about the latest food crazes. Her friends rely on her for tips and places they should visit.

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindstyles or other

indicators are applicable for this persona?

How important are functional,

emotional, expressive benefits.

Fast or slow decision maker?

Why, how can you tell?

Decisions made on facts or emotion?

Why, how can you tell?

**THE PERSONA CORE POSTER by CREATIVE COMPANION**

ACTUAL

ACTUAL

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