

# CARLY HARRIS

PERSONA

**AGE** 21

**OCCUPATION** Customer Success Manager

**STATUS** Single

**LOCATION** San Francisco, CA

**TIER** Interested

**ARCHETYPE** First-Adopter

Stylish

Enthusiastic

Social



*"I have a very busy schedule, I'm starting classes as CCSF and I work full-time at Fitness SF. I am a personal trainer, and I think wearable devices are great for my clients"*

## MOTIVATIONS

- Keep up with trends
- Knowledgeable for clients
- Give a good impression
- Her job
- Meeting new people in the industry
- Looking good

## PERSONALITY

Extrovert  Introvert

Sensing  Intuition

Thinking  Feeling

Judging  Perceiving

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

## GOALS

- Keep up with the latest technology
- Learn more about the best devices
- Be able to set up the technology for clients

## FRUSTRATIONS

- Too many devices to choose from
- Not clear how the device works
- How can she integrate her business with the device

## BIO

Carly trains clients at a gym in San Francisco and works-out at the gym 5 times a week. She doesn't use a wearable device because she feels she is in great shape already.

# JEREMY LEVIN

PERSONA

**AGE** 32

**OCCUPATION** Project Manager

**STATUS** Single

**LOCATION** San Francisco, CA

**TIER** Interested

**ARCHETYPE** Newbe

Driven

Intellectual

Focused



*"I try to be super healthy and I think it would be helpful to have an app and wearable device to help me keep track of my goals."*

## MOTIVATIONS

Eat right

Stay in the know

Feel Good

Ease of use

Cost

Attending sporting events

## PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

## GOALS

- Keep up with the latest technology
- Be more active
- Work-out with friends

## FRUSTRATIONS

- Too many devices to choose from
- Not clear how the device works
- There doesn't seem to be any devices geared towards men.

## BIO

Jeremy works out once a week, but would like to be more active.

# ANGELA DAILY

PERSONA

**AGE** 26

**OCCUPATION** Retail Manager

**STATUS** Married

**LOCATION** San Francisco, CA

**TIER** Enthusiast

**ARCHETYPE** Aficionado

Ambitious

Admired

Focused



*"I manage my health with an online application and a wearable device. I love being able to keep track of my health."*

## MOTIVATIONS

Not to gain weight

Look Good

Feel Good

Know what I'm eating

Help others with their issues

Share my success with my friends

## PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

## GOALS

- Keep up with the latest technology
- Compete with my friends
- Manage my exercise routine

## FRUSTRATIONS

- Easy to lose the device
- It takes too long to receive shipment
- The app isn't as easy to use as it looks

## BIO

Angela has a day job at a retail store in a local mall. She also takes full-time classes at city college. She enjoys learning new things and keeping up with the latest gadgets. She inspires her friends and family to take better care of themselves.