



# Susan Jones

"I know I should eat better and exercise more. I just wouldn't know where to start...or how to keep it up once I started."

**Age :** 57

**Gender Identity :** Female

**Occupation :** Human Resources Coordinator

**Income :** \$68,000/yr

**Education :** B.A. in Sociology

**Technology Level :** Uses a desktop computer regularly and owns a smartphone and a tablet.

**Biography :** Susan has worked for the same company for eighteen years and likes the stability that her choices have afforded her. She is a people person, and she wears her heart on her sleeve. Susan freely admits that she is an emotional eater and after a tough day she just wants to sprawl on the couch with a good movie and a pint of ice cream. She knows that she shouldn't do it and she knows that she should be exercising more often. She's tried making changes in the past, but found it was so different from her normal regimen that eventually she just went back to how things were before.

**Goals for the system :** Sustained guidance: Dietary recommendations, suggestions for increasing physical activity, goal tracking, a greater sense of well-being



# Bob Campbell

“My wife and kids are always telling me to lose weight. I’ve tried diets and always feel awful when I fail. Besides, who wants to go through life depriving themselves all the time? Why do something that makes you feel bad?”

**Age :** 48

**Gender Identity :** Male

**Occupation :** Senior Line Cook

**Income :** \$42,000/yr

**Education :** Associates Degree

**Technology Level :** Occasional computer use. Owns a smartphone.

**Biography :** Bob works in a campus food court. He usually eats at his workplace or at a nearby restaurant. He walks, cooks, lift things at work but doesn’t have a scheduled workout plan. Last year Bob’s doctor told him that he was overweight and at risk of developing prediabetes. He kind of realizes how it impairs his health because he has friends who suffer with diabetes. However, he feels a systematic health management program will take too much effort and doesn’t want to live under “confinement”. His wife and kids sometimes remind him of the health issue but none of them force Bob to do anything.

**Goals for the system :** Live both healthily and happily, have clear goal and path, be motivated



# Baldwin Douglas

“My health goals are pretty much on track now, but it’d still be nice to have support once in awhile. You know, just on the things where I’m weak, like snacking before dinner...”

**Age :** 53

**Gender Identity :** Male

**Occupation :** Escrow Officer

**Income :** \$59,900/yr

**Education :** High School Diploma

**Technology Level :** Uses a desktop computer at work and refuses to own a smartphone.

**Biography :** Baldwin works for a title company as an escrow officer. Each day at work is hectic and stressful. His way of addressing his tense nerves used to be eating. Add to that a tight work and family schedule, and he seldom made time to work out. His weight soared until he reached 280 pounds and he was diagnosed with prediabetes. From that, Baldwin worked to control his diet and workout regularly. He lost 48 pounds during the last year and is close reaching his goal. However, with victory just around the corner, he often finds himself worried that he might lose control and eat all the weight back.

**Goals for the system :** Reach target weight without backsliding, feel more secure about himself and his body, and feel like he is in control of his own life