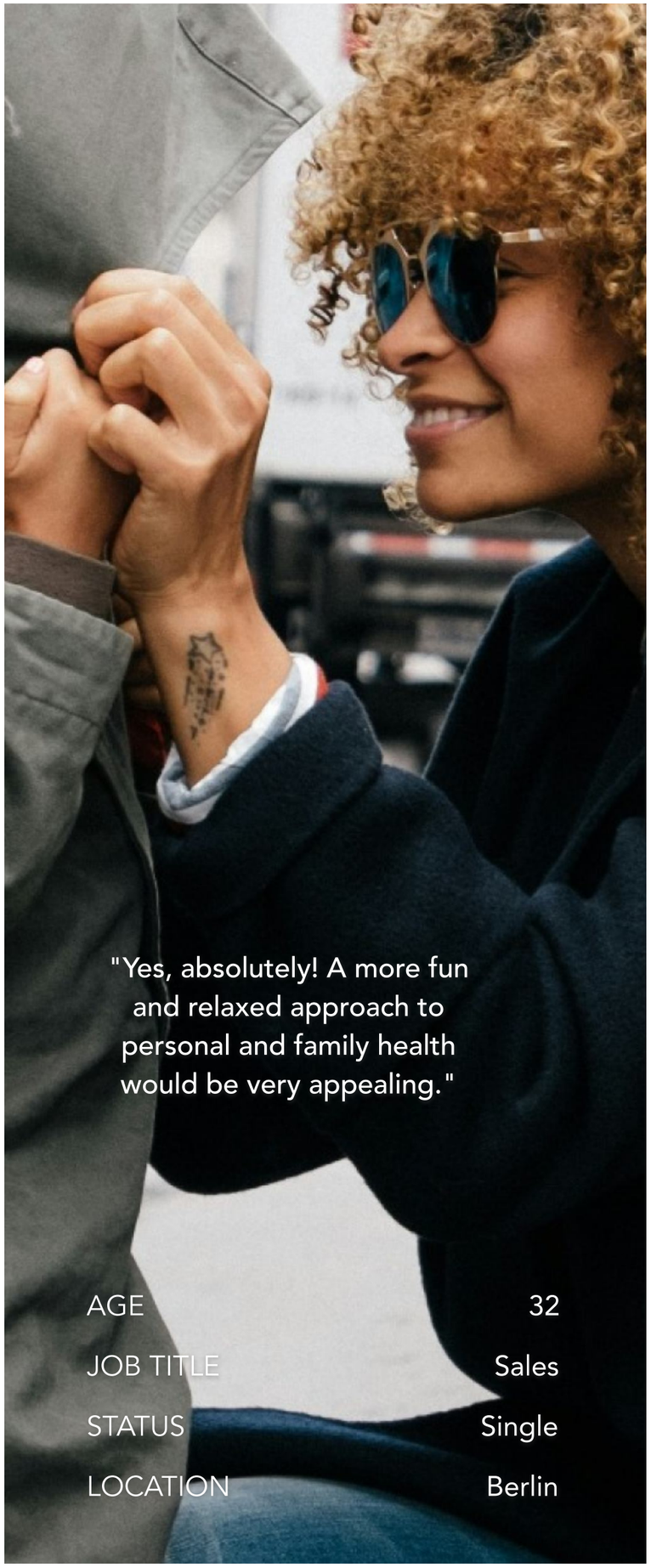


#lovingmom

#chaotic

#powerwoman

Christina

ABOUT

Christina is a very active, tech-savvy woman. She works as a freelance consultant to ideally juggle her family- and work times. She loves being active and spending time with her son but is sometimes lacking of focus.
She searches for a tool that helps her coordinate and plan her medical duties with automated reminders and suggestions as well as giving her new input and helping her breaking her routines. She likes relaxes sport like yoga or meditation but likes to spend more time on her health, ideally together her her son.

GOALS

- Get her and her son's appointments coordinated
- Spend more sportive quality time with her kid, try something new and more active
- Get inspiration and break her habits when it comes to sports and health management

PREFERENCES

Online Games	●●●●●
Console Games	●●●○○
Augmented Reality Games	●●●●○
Virtual Reality Games	●●○○○
Board Games	●●○○○

PAIN POINTS

- She wants time for herself and time with the kid
- There are multiple ways to call/message game friends and it's hard to keep track of who's on which channel

KNOWN HABITS

- Likes to do short sequences of yoga
- practices meditation 3 times a week
- Is quite active with her son



#naturelover

#sporty

#chaotic

Martin

ABOUT

Martin is a working dad, divorced, with two kids. He has to juggle his working and private live and often faces challenges when things don't go as planned. He has a medium challenging job and can and wants to do more sports, especially outdoors in in spare time including the kids.

PREFERENCES

- Short Sports Intervals
- Long Sports Intervals
- Stretch & Relax
- Nature
- Books, Games, Music

GOALS

- Wants to do more outdoors sports, longer intervals including the kids.
- Wants to stay on top of changes in the kids medical appointments
- Wants to get fitter and more healthy

PAIN POINTS

- Communication with Ex-partner is challenging
- Finding a way to schedule or plan new sports habits is tricky
- Replanning appointments is tricky for him
- Often unorganized, reacts slow to changes

KNOWN HABITS

- Likes to go jogging or walking in the park
- Practices short intervals 2-3 times a week
- Can spend more time on sports in general