

Persona Boards

Leah

is a
ICP member

Maui,
Hawaii

75

NAME

LOCATION

AGE

Retired
teacher

Volunteer
(animal
shelter)

Kids/grand
kids
in CA

"Leonard"
Husband
is in
Hawaii

pension
(Leah)
+
Soc. Sec
(Leonard)

JOB

FAMILY

INCOME

Early Adopter

High

High

Adventurous

Laggard

Low

Low

Conservative

TECHNOLOGY USE

ASSERTIVENESS

WELLNESS
MOTIVATION

OPENNESS TO
NEW THINGS

visiting
family
in CA

stopped
for a
weekend
in Vegas

LAST VACATION

It's my job
to worry
about you.
I'm fine.

"I hope my
family has a
good time when
they come
to visit."

I DON'T KNOW
WHY MY
FAMILY IS
SO WORRIED
ABOUT ME

wants
to see
grand
kids go

stay in
the
house

wants to
have enough
\$ to last

STAY
INDEPENDENT

HOPE FOR THE FUTURE

Live each
day to the
fullest
YOLO

Don't
worry, be
happy

I LIVE IN
MAUI. I'M
FINE

being
alone

HUSBAND'S
HEALTH

LOSING
INDEPENDENCE

GREATEST WORRY

IT'S
SUNNY
I'M
HAPPY

There's a
nap for
that!



Loves dogs

PAINTING

~~Cats~~
Texts?
emails
but limited
apps

Has ~~heart~~
CHF

people
person

Cognitive
impairment

Cares
others,
puts herself
last

Constantly
busy

Doesn't
like going
to the
doctor

Tiffany
Freebird

NAME

LOCATION

AGE

22

Freelance
Designer

JOB

Newly
married
Planning
family

FAMILY

HUSBAND
IN GRADUATE
SCHOOL

50-100K
VARIES

INCOME

Early Adopter



Laggard

TECHNOLOGY USE

High



Low

ASSERTIVENESS

High



Low

WELLNESS
MOTIVATION

Adventurous



Conservative

OPENNESS TO
NEW THINGS

Visiting
family
in N.Y.

LAST VACATION

"Can I
wait
longer
before
having
kids?"

"Will husband
be able
to help"

"Can I
balance
finances
with having
kids"

"Will
husband
help?"

"Can't live
without
my phone"

"Not
much
time to
workout"

• Build fam.
• Growing
Business
• Home
ownership

HOPE FOR THE FUTURE

• Financial
Planning

Want to
travel
more.

• Debt
(school)

Health
concerns
- fertility

• Balance
kid w/
career

• Work
- Child
Care

GREATEST WORRY



PHOTO

• Feels
overwhelmed
• stressed
about
having
continuous
work

New to
healthcare

Unclear
on health-
care
access/
levels.

Concerned
about
info
secure.

Tech
Dependent

DESCRIPTION

[SHAKE + CAKE]

~~MARCUS~~
BOB

NAME

LA
(SCAL)

LOCATION

27

AGE

Barista
(part time)

JOB

Freelance
Micro
Finance
Consultant

FAMILY

Family
in other
State

INCOME

Variable
+
Unpredictable

Early Adopter

Laggard

TECHNOLOGY USE

High

Low

ASSERTIVENESS

High

Low

WELLNESS
MOTIVATION

Adventurous

Conservative

OPENNESS TO
NEW THINGS

Rock
Climbing
in Peru

LAST VACATION

#FOMO

~~Adult~~
" #adulting is
hard "

QUOTE

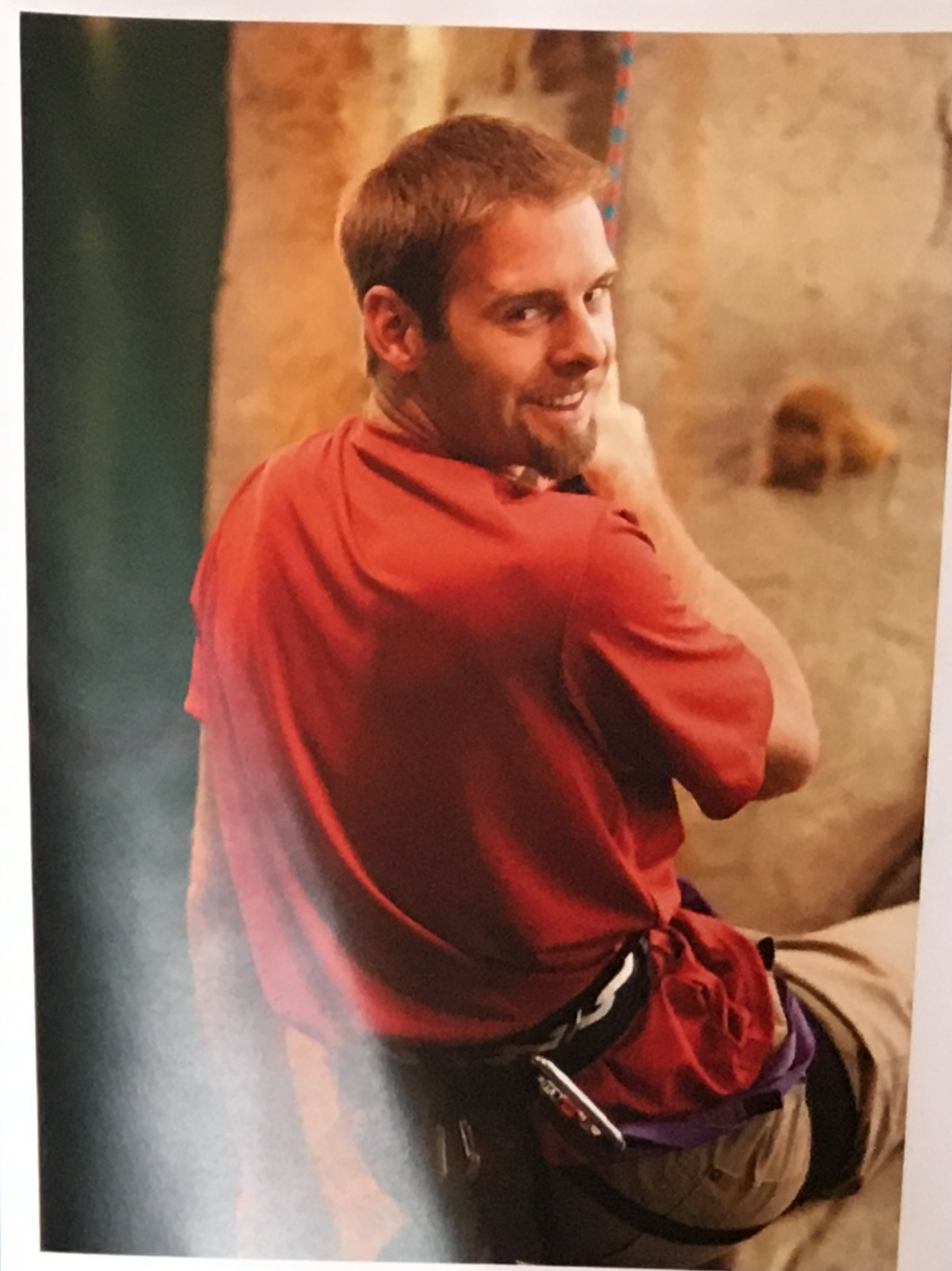
HOPE FOR THE FUTURE

Equal
Opportunity
+ Access to
Fin. Capital

Change
the
World

GREATEST WORRY

Finding
Stable +
consistent
work



Socially
Conscious

~~Virgo~~
Virgo

Healthy
friends
circle

not planning
for the
future

over-
caffeinated

Really new
to navigating
his own
care

FOMO
(low level
anxiety)

DESCRIPTION

Marie

NAME

Portland, OR

LOCATION

32-yrs old

AGE

Waitress at
Chili's

JOB

1-daughter, 10-yrs.
1 sister with children
mom, has own business
lives in duplex
near by

FAMILY

hourly, \$30,000/yr.
no child support or
alimony
part-time cleaning
homes (mom's
business)

INCOME

Is tech savvy, but
doesn't have money
to purchase the
latest

Middle

TECHNOLOGY USE

7 out of 10

ASSERTIVENESS

Engaged and proactive
regarding her
daughter's health.
Does what she
can to manage her
own health & weight

High

WELLNESS
MOTIVATION

3 out of 10

OPENNESS TO
NEW THINGS

Bend, Oregon
Camping with
daughter & friend

LAST VACATION

"My vulnerabilities
give me
Strength"

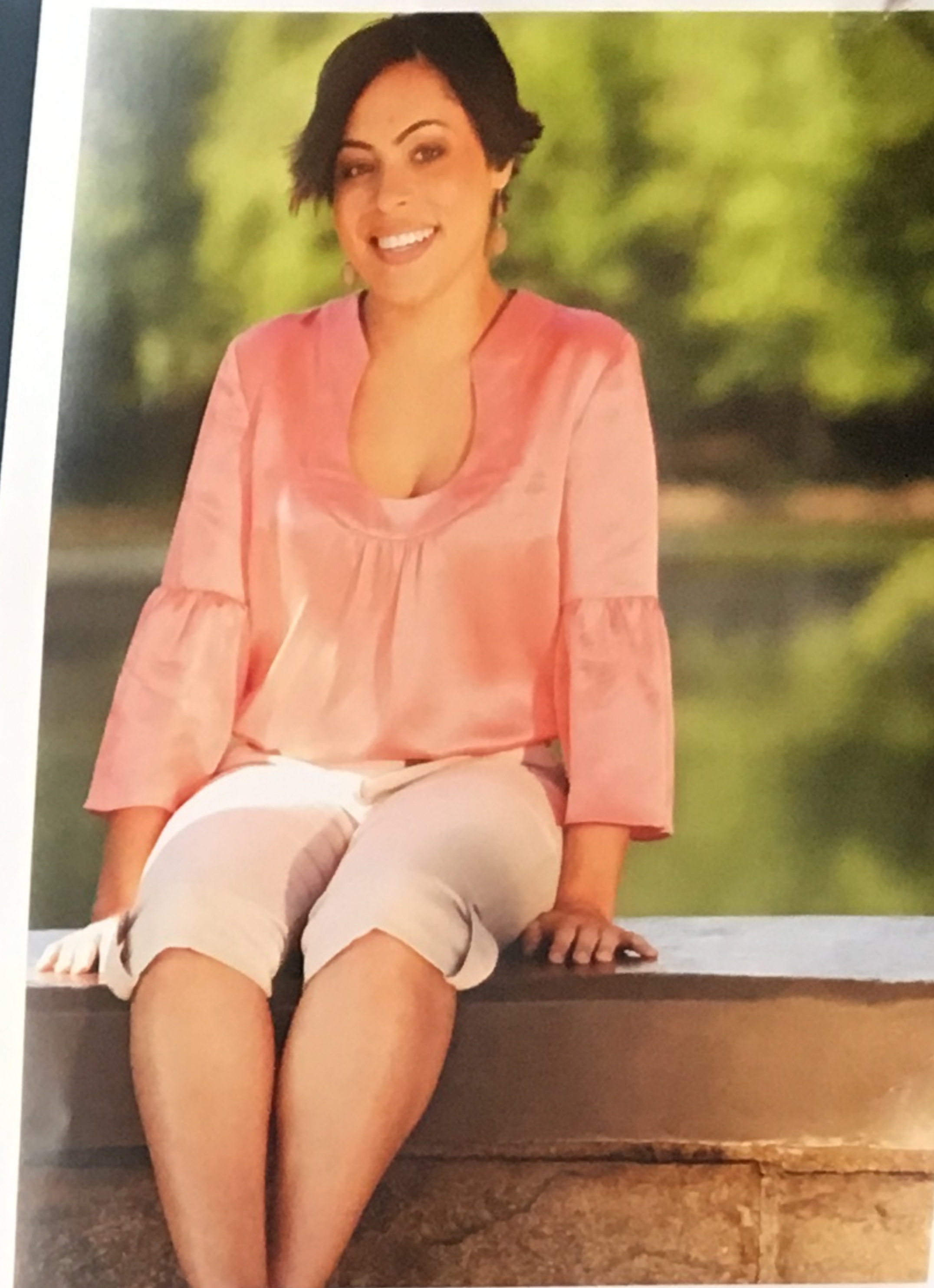
QUOTE

Night school/online
for a trade-
Medical Assistant

HOPE FOR THE FUTURE

Her daughter will
develop diabetes
like her ~~mom~~ ^{self}
Losing job or
not making rent

GREATEST WORRY



Mom is single
Mom + so
is she.

Loves her
kid + feels
blessed with
a lot of good

friends +
grew close w/
Mom. Grew up
around Portland
childhood
friends

Wanna school
to become
a Med Asst.
Hard to fit it
all in but she
loves her

DESCRIPTION

Julia

NAME

Denver, CO

LOCATION

62

AGE

Denver's "it"
Real estate agent
who teaches yoga
on the weekends

JOB

3 children, widowed
28, 30, 32
2 grandchildren
who live nearby
3, 6

FAMILY

\$150,000 yr

INCOME

Early Adopter

Laggard

TECHNOLOGY USE

High

Low

ASSERTIVENESS

High

Low

WELLNESS
MOTIVATION

Adventurous

Conservative

OPENNESS TO
NEW THINGS

Yoga Retreat in
Bali to heal from
loss of her husband

LAST VACATION

See grandchildren graduate
from college

HOPE FOR THE FUTURE

not doing enough to
prevent osteoporosis from
advancing

GREATEST WORRY

Am I doing enough for
my health and the
health of ~~my~~ my
family?

QUOTE



Julia is recently widowed.
~~Her~~ She and her husband
were heavy smokers, and her
husband died of lung cancer.
She is managing early stage
osteoporosis, and has
transformed her lifestyle.
She quit smoking cold turkey
and began teaching yoga when
her husband became ill. She
is very involved in caring for
her grandchildren and wants
to instill an appreciation for
healthy living. She hopes to
see all of them graduate from
college.

DESCRIPTION

Persona: Phil
• has young son
named ~~Robert~~
Brian

NAME

San
Jose

LOCATION

37

AGE

Software
Engineer

JOB

Married (Debbie)
1 Son (Brian)

FAMILY

Income:
\$250,000

INCOME

Early
Adopter

Laggard

TECHNOLOGY USE

High

Low

ASSERTIVENESS

High

WELLNESS
MOTIVATION

High

Adventurous

OPENNESS TO
NEW THINGS

Adventurous

Hawaii

LAST VACATION

Jobs come and
go, but family
is forever.

QUOTE

-Healthy
family
-travel
-financial
independence

HOPE FOR THE FUTURE

son's future
and independence

GREATEST WORRY



- Sold his start-up recently
- Works as a consultant, from home
- His son, Brian, 7, has behavioral problems
- He prioritizes giving his son a stable environment
- He manages his family's health care, makes appointments
- He makes appointments on the go or in between work calls
- Leverages technology to manage his family's care.
- Researches his son's condition & care options online
- Focus is on his son's health, not his bank.