



Alexis King

29 years old - Lives in London
Data Analyst - Single

About Alexis

Alexis lives with a chronic illness that drastically affects her daily life and her health. She spends a lot of time in the doctors office, and researching “what she can do” to better her quality of life. She uses apps to help with managing her health but often finds they lack functionality or it doesn’t take chronic illnesses into consideration, and thus the app can sometimes be overwhelming or unhelpful.

Her Obstacles

- Overwhelmed by apps not designed with inclusivity in mind.
- Its hard to find information relevant to the struggles she faces.
- Most apps don’t teach, just track info.

Her Goals & Needs

- Support while building better habits and making healthier choices.
- Learn about and understand her body’s complexities and how to live with chronic illness.
- Track her daily stats to better track how she is doing or if she needs to adjust her routines.
- Integration with external devices (ie. heart rate monitor, apples watches etc)

What Motivates Her

- She wants a better quality of life.
- Her mental and physical wellbeing is at stake.
- She wants to create healthy and sustainable routines and habits for herself.

Phone Habits:

- Uses apps frequently.
- Checks phone in the morning.
- Periodically checks phone throughout the day.
- Uses her phone for entertainment in the evening.

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Most apps don’t support my goals or teach me anything, they just track information.

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Karim Kamal

27 years old - Lives in Germany
Hotel Manager - Single

About Karim

Karim has decided he wants to take better care of himself. After having gained a lot of weight and unhealthy habits, he started off just doing whatever he thought was best. Occasionally he would look up things online, try to order lower calorie food items, but overall, was not making the kind of progress he wanted. He is trying to build better, healthier habits and get his health under control, but he also doesn't have a lot of time to spend planning his meals, counting calories, tracking gym progress etc.

His Obstacles

- Lack of times and energy to plan his diet and workout.
- Not really sure what he is doing.
- Hasn't found an app that helps him.

His Goals & Needs

- Somewhere to find easy meals that fit in his goals.
- Something to keep him motivated and focussed on his goals.
- To learn more about how he can accomplish his goals in a comfortable environment.
- Tracking his weight and overall health goals.

What Motivates Him

- He wants to lose weight.
- He wants to learn how to have a healthier lifestyle, but in a fun way, that doesn't compromise on the things he does enjoy.
- He wants to take care of himself.

Phone Habits:

- Checks phone in the morning.
- Uses his phone for entertainment in the evening.
- Mainly uses his phone for keeping up with friends, and entertainment.

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After a long day at work, I don't want to have to think about food or what I can eat.

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