

Persona 1 – Karen

She works in a corporate environment as a social media specialist. She works towards targets in the high pace department. To stay balanced she attends yoga classes twice a week and a gym with the same frequency. She likes healthy food and an active lifestyle. Her social life is very intense. Most of the evenings she is socialising and eating downtown. She is struggling to follow her diet because of this. She had problems with obesity as a child and now is afraid to gain too much.

Scenario: In the restaurant (Food Diary)

She gets to the restaurant after a concert in the O2 arena, the restaurant is almost closing and she needs to order quickly. This week she is on 1500 calories diet, she ordered salmon with brown rice and salad. While drinking wine and waiting for the dish she is using a moment to register the meal details and comes back to the conversation with friends.

Persona 2 – Paul

Paul is a keen cyclist with a local cycling club. He works in a high power job in banking and is meticulous when it comes to detail. He deals in facts and figures. He goes to the gym every morning before work and likes to achieve his goals one after another. to feel the improvement. He likes to be informed, so reads fitness blogs and enjoys using recipes and watching cooking demos. He is popular and has an active social life.

Scenario: In the gym (Updating goals)

Paul has had a great session at the gym, he has been following a workout plan from his personal trainer and has gotten a PB on several of his exercises. His nutrition reflects his goals for building muscle but now that he has accomplished many of these goals, he feels he needs something new to strive towards, so he enters an Ironman. He wants to do his best so decides to adjust his macronutrient and calorie goals on MyFitnessPal for optimum nutrition while training for the Ironman.

Persona 3 – Elaine

Elaine used to work as a graphic designer before she had her two children. Then she decided to become a full-time parent. Her life is very busy and she often feels stuck for time. She likes to be organised and when it comes to her children and her family life, everything is in order, however, she leaves little time to look after herself. Since having her children she has put on weight and she feels down about it. She lacks motivation and also knowledge how to change it. She tracks her food to feel in control, however when she does not see results she drops the chosen diet. She wants to wear her old clothes and feels good, but for now, she feels like she is going in circles. Most of her friend is in the same boat.

Scenario: Busy day in the kitchen (Creating predefined meal)

Elaine attempts to put her diet plan together as she did few times this week and yet, again she is interrupted by her daughter bored and yelling. The girl is sick and stayed home all week. Elaine with a big inhale decided to pre-define her meal, a standard weekly breakfast despite the circumstances.