



# Jane

32 years old

Marketing Manger at a mid-sized firm

## Behaviors

Jane got an Apple Watch to keep track of her workouts about a year ago. She enjoys monitoring the Activity App throughout the day, and meets the daily goals on a regular basis. Every so often, she and a friend will challenge each other to completing perfect months, where they meet each goal every day for a month. She also collects each of the monthly challenge medals, which push her just a little outside of her comfort zone. Jane works out regularly, and although she enjoys meditation at the end of a yoga class, she doesn't meditate on her own.

## Goals

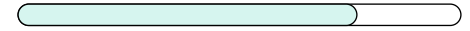
- Maintain a healthy weight
- Challenge herself
- Improve overall health and fitness
- Make sure she gets up from her desk regularly
- Spend more time relaxing and de-stressing.

## Pain points

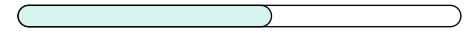
- Her job can be stressful at times, and she'd like to manage it better.
- She sometimes finds the stand goal hard to hit, since it's inconvenient to get up from her desk.
- Sometimes she feels a bit of pressure to always meet the daily goals of the Activity App, but recognizes the importance of a rest day.
- She struggles to carve out time for herself to relax during the week.

## Personality

Motivational Level



Dedication



Consistency



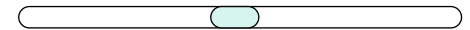
Interest in Challenge



## Traits

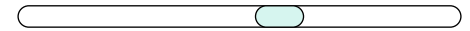
Active

Passive



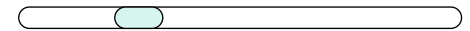
Independent

Team Player



Busy

Time Rich



Stressed

Relaxed

