



Persona Document



## Demographic Information

- Age: 27
- Gender: Female
- Uses Garmin Connect and LiveTrack

**“I like how LiveTrack connects me with family and friends. They can cheer me on and know I am safe.”**

## Scenario

This morning Mónica gets ready for work and heads to the office. She posts in her running Facebook group that she’s going on a run at a local trail later this evening. She gets off of work at 6:00pm, changes and heads to the trail to meet her running group. Before she starts running, she opens up the Garmin Connect app and starts a LiveTrack session to send to her boyfriend so he knows where she is. After the run, she heads home to eat dinner and gets ready for bed. Before bed, she checks her daily activity in the “My Day” page and discusses it with her friends via text message.



## Goals

- Reach out more to her friends and family
- Start waking up earlier so she can go on morning runs
- Stay safe while running alone after work
- Explore more local trails with her friends
- Get promoted so she can afford a dog



## Hobbies

- Running with her running group and her boyfriend
- Early morning jogs before work
- Spending quality time with family and friends



## Attitude and Motivations

- Health - motivated by progress
- Family - loves boyfriend and parents and the time she spends with them.
- Safety - Wants to remain safe as a female running alone



## Demographic Information

- **Age:** 32
- **Gender:** Male
- **Uses Garmin Connect - Does not use LiveTrack, but has heard of it.**

**“I know what Livetrack is, but I don’t think anyone cares to know where I am. ”**



## Scenario

Callum starts his day by eating a heavy carb and protein breakfast. Before he takes his son to school, he checks his sleeping patterns and heads to the fire station. At the fire station he lifts with his fellow volunteers and waits for any calls that come in. After he is off work, he texts his wife, letting her know he is jogging home. After his jog, he takes a picture of his Garmin device and shares it with his friends on Facebook, as his wife prepares dinner. Later that night, he looks at his activity on Garmin Connect and his food intake on Myfitnesspal, as he heads off to bed.



## Goals

- Constantly improve his physique
- Be a good role model for his son
- Include his wife more in his physical training



## Hobbies

- Hiking with his firefighter friends on the weekends
- Spending time in nature, as he mountain climbs
- Has late night sessions where he binges watches Netflix



## Attitude and Motivations

- **Health** - motivated by improvement on his body and well-being
- **Family** - believes that family comes first, and is motivated to get to know each of his friends personally
- **Entertainment** - thinks there is a time that everyone should relax; entertainment and smiles go a long way



## Demographic Information

- Age: 38
- Gender: Female
- Uses Garmin Connect - Does not use LiveTrack, but has heard of it.

**“I have heard about LiveTrack from my running club. I don’t use it because I don’t want to carry my phone during my run.”**



## Scenario

Angela just got back from a long day at work where she had to deal with bossy clients. To relax and unwind, she is hoping to go on a long run or hike and wants to see if any of her friends are running too. She checks Facebook and texts them, but doesn’t get a response so decides to go running by herself. Since it’s starting to get dark out, Angela is getting a bit nervous about the trail that she is on, but is determined to hit her goal of 7 miles. Although she makes it home okay, Angela decides that she will need to start running before it gets dark out because of how uncomfortable she felt during her run.



## Goals

- Attend the Boston Marathon competition
- Spend more time with her family
- Encourage her family to eat healthier
- Finish her daily running goal before sunset, so she will not feel uncomfortable
- Being energetic each day when she wakes up



## Hobbies

- Jogging & running alone
- Cross country
- Walking her dog
- Watching the Cubs
- Drinking wine



## Attitude and Motivations

- Health - Staying active, being fit, and feeling good
- Family - is very close to her mom and sister and wants them to know she is safe while running