

Persona : Krysten

Age : 29

Education : 4 year college graduate

Income : ~45k / year

Ethnic Background : N/A

Krysten works in a professional field which tends to be faced-paced and leaves little time for after work activities. She has spent a majority of time focusing on jump starting the beginning of her career at the expense of maintaining her personal life. She keeps contact with her circle of friends primarily via online social interactions.

Krysten is interested in maintaining a healthy lifestyle and makes responsible health choices when presented the opportunity. She finds, however, that her professional life leaves her little time for endeavors outside of work, and she would rather spend this time with friends and family when possible. Therefore, she has little time or motivation to pursue and active, regimented exercise plan.

During her lunch time at work, Krysten usually spends her time reading, catching up with friends activities on social networks, or playing puzzle games that have hooks into her social networks. She almost always uses her smart phone for these activities, since it is always available to her and her activity on her smart phone is private from view by the company she works for.

