

Personas

Cesar Martinez

Department of Informatics and Mathematics, Mercer University

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Dr. Long

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Persona 1: The Busy Young Professional

Name: Alex -

Age Range: 25–32

Occupation: Software Engineer

Environment: Works full-time in a hybrid office/remote environment and spends long hours sitting at a desk. Frequently uses technology and wearable devices such as a smartwatch.

Background

Alex lives in a city and maintains a demanding work schedule. Because of long work hours and irregular eating patterns, maintaining a healthy lifestyle can be challenging. Alex already uses a smartwatch to track steps, heart rate, and sleep, but finds it difficult to translate this data into actionable insights.

Goals

- Improve overall fitness and maintain a healthy weight.
- Better understand sleep patterns and energy levels.
- Receive clear recommendations that fit into a busy schedule.

Pain Points / Frustrations

- Health apps often present too much raw data without explaining what it means.
- Difficult to maintain consistency with exercise and sleep routines.
- Limited time to research health information or create detailed fitness plans.

Behaviors & Patterns

- Regularly checks wearable device metrics throughout the day.
- Prefers mobile apps that provide quick insights and notifications.
- Uses technology frequently and is comfortable trying new digital tools.

Motivations

Alex wants to stay healthy while balancing a demanding career. Personalized insights and simple recommendations would help Alex make better health decisions without requiring significant time or effort.

Persona 2: The Fitness-Focused Athlete

Name: Jordan

Age Range: 20–27

Occupation: College Student / Amateur Athlete

Environment: Active lifestyle with frequent workouts, sports practices, and fitness tracking using multiple apps and wearable devices.

Background

Jordan is highly focused on improving athletic performance and overall physical fitness. Jordan regularly trains at the gym and participates in recreational sports leagues. Jordan uses fitness tracking tools to monitor heart rate zones, workout intensity, and recovery.

Goals

- Optimize workouts using accurate health metrics.
- Track performance improvements over time.
- Monitor recovery and sleep to prevent overtraining.

Pain Points / Frustrations

- Many fitness apps focus only on step counts rather than advanced performance metrics.
- Difficult to combine data from different devices and platforms.
- Lack of clear recommendations about recovery, training intensity, and nutrition.

Behaviors & Patterns

- Reviews workout metrics after each training session.
- Uses wearable technology daily to track performance.
- Actively researches fitness strategies and training techniques.

Motivations

Jordan is motivated by performance improvement and measurable progress. A system that provides detailed analytics and personalized recommendations would help Jordan train more efficiently and avoid injury.

Persona 3: The Health-Conscious Beginner

Name: Maria Gonzalez

Age Range: 40–55

Occupation: Office Administrator

Environment: Works full-time in an office setting with limited daily physical activity. Recently started focusing more on personal health after advice from a healthcare provider.

Background

Maria has recently become more interested in improving her health and lifestyle. She is beginning to track daily steps and basic health metrics using a smartphone health app. Maria is not highly technical but is willing to learn new tools if they are easy to use.

Goals

- Improve overall health and reduce risk of chronic disease.
- Learn how daily habits such as sleep, diet, and exercise affect health.
- Receive simple and easy-to-understand recommendations.

Pain Points / Frustrations

- Health information online can be confusing or overwhelming.
- Some health apps feel too complicated or technical.
- Difficulty staying motivated without clear progress indicators.

Behaviors & Patterns

- Checks step counts and activity levels once or twice per day.
- Prefers simple dashboards and easy explanations.
- Responds well to reminders and encouragement.

Motivations

Maria wants to feel healthier, have more energy, and improve long-term well-being. Clear guidance and positive reinforcement would help Maria stay motivated and maintain healthy habits.