

Kelly

Persona

Attitude

Job

Life

The
Lifetimer



Kelly

You like sports, especially cycling.

Being outside in the nature and cycling through the woods calms you down after a stressful week of studying. After a workout you reward yourself with a cup of tea and some healthy snacks. In the weekends, you work in an organic supermarket and afterwards meet with a group of friends to play boardgames.

You are not a big fan of small talk, but prefer discussions about sports.

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Ecstatic

When you first heard about The Lifetimer you were sold. This technology has great potential to help many people, something that you find very important. Once you can afford it you want to try it yourself.

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Physio therapist

You have found a job as physiotherapist; your healthy lifestyle helped you to get the job. From your first salary you got The Lifetimer to further improve your life expectancy and your career options in the clinic you work in. You have also started to integrate The Lifetimer in the therapies you offer to your patients, at least for the ones already owning the technology. For some patients this is the reason to go to you instead of your colleagues.

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+23

Blessed

Your increased life expectancy has brought you many advantages: you've been able to buy your own house, have a wonderful family and are able to get your kids into the best schools. The Lifetimer has also dominated your therapies and you can see how much you can help people getting fitter. But you also get increasingly annoyed by patients that have severe conditions but are not using the technology. In the end it's their fault.