

Blair

Persona

Attitude

Job

Life

The
Lifetimer



Blair

Coming from a low-income family, you've always had to work hard for everything. Because your parents were working a lot, you've grown up taking care of your younger siblings and elderly grandmother. In the little free time you have, you relax with yoga. You value health and equality, striving to maintain your well-being while advocating for fairness in all aspects of life and are not shy to defend your position.

Blair

Persona

Attitude

Job

Life

The
Lifetimer



Sceptical

You're generally sceptical of new technologies like The Lifetimer, questioning their necessity and accessibility. You believe that technology should serve everyone equally, regardless of their socio-economic status.

Blair

Persona
Attitude

Job

Life

The
Lifetimer



Nurse

As a nurse, you've witnessed firsthand the positive impact of The Lifetimer. The technology has enabled more treatment options and a noticeable decrease in chronic diseases among those who can afford it. You are still hesitant whether to use the technology to improve your health or not. Yet, your scepticism persists, fueled by the disparities you observe in healthcare outcomes based on economic status.

Blair

Persona

Attitude

Job

Life

The
Lifetimer



Ambiguous

While your experience using The Lifetimer was positive at first you see also disadvantages. Many of your patients and family members, unable to afford the technology, still struggle with chronic diseases like diabetes. Furthermore, your own life expectancy is negatively impacted by the night shifts you work at the hospital. It feels deeply unfair that your dedication to helping others results in a lower life expectancy.