

Marlow

Persona

Attitude

Job

Life

The
Lifetimer



Marlow

Like your uncle and mother, you are suffering from a depression. While they accepted their fate and use the disease as an excuse for not working, you are determined to change your life. You want to be able to work and provide for your family, unlike them. Recently you have learned that an unhealthy lifestyle can have a negative influence on a depression, and directly quit smoking. You are now looking for other ways to improve your lifestyle.

Marlow

Persona

Attitude

Job

Life

The
Lifetimer



Hopeful

You don't care much about new technologies, especially about the ones that collect large amounts of data. The Lifetimer however seems interesting to you, as it promises to help you improve not only your physical but also your mental condition – if only you could afford it.

Marlow

Persona
Attitude

Job

Life

The
Lifetimer



+7

Teacher

You are very proud that you got a job at the local primary school as a teacher.

Despite your depression, you could show your employer that you care about your health and that you are willing to face your condition by practicing a healthy lifestyle. You are saving every penny of your salary for The Lifetimer, which you hope being able to afford in the future. This would help you to further improve your lifestyle and life expectancy.

Marlow

Persona

Attitude

Job

Life

The
Lifetimer



+12

Ambiguous

Finally, you have been able to afford The Lifetimer. Adapting your lifestyle have made you feel much better. If you nonetheless fall back into depression, the advertisement in the app suggests helpful therapies or drugs. That you have entered therapy again has however been communicated to your employer, leading to a very uncomfortable talk with your boss. You are furious that your private information is openly distributed!