

# Rowan

Persona

Attitude

Job

Life

The  
Lifetimer



## Rowan

You are a comfortable person: sleeping in and having a nice long breakfast before slowly starting the day. This is your idea of happiness – life is too short to rush. You also enjoy sports, at least on the tv, supporting your favorite soccer team with some friends, beer and an extra-large pizza. When being in a group, you easily connect to people, often by telling the story how you won the 'donut challenge' in school (you can make up a story about this).

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# Concerned

You are not really interested in new technologies and don't understand the hype around The Lifetimer. Instead of being excited like most of your friends you are rather concerned and wonder whether this technology really will hold what its promising.

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## Social worker

Your study degree is not the best, and to increase chances on the job market, you got The Lifetimer. At first, you were quite enthusiastic to change your lifestyle, but quickly you got annoyed by the suggestions of the technology. Despite knowing that your diet is bad for you, you stick to it – it's hard to change old habits. Still, you feel bad making these choices and the joy and reward from these treats has turned into guilt and sadness.

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# Ambiguous

Despite being a user of The Lifetimer your health has decreased. By not regularly following the instructions and sticking to unhealthy routines, the stress related to feeling guilty has increased your blood pressure strongly, making you prone to chronic diseases and decreasing your life expectancy. Still, at work you have seen people benefitting from the technology and improving their lives. This is something you still hope to achieve.