

Ash

Persona

Attitude

Job

Life

The
Lifetimer



Ash

You come from a wealthy family with a long history in city politics, supporting a party that promises to tackle the tensions in the healthcare system. Your father has a high position in this party. Health, wealth and equality are important values for you. In your free time you stay fit by playing cricket and polo in the exclusive club your family is a member in. You like to lecture about political topics and often feel you know better than others.

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Optimistic

You are enthusiastic about new innovations and support the new technology, seeing it as a gamechanger in the political landscape. You believe this technology should be made available to everyone immediately.

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Politician

After your studies, you started your political career in the party of your father, lobbying to implement The Lifetimer structurally in the healthcare system to solve the remaining tensions in this sector. Since shortly, you use the technology yourself which has helped you get into your current position at the party and to increase your life expectancy by adapting your lifestyle. These effects proof your belief in the technology.

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Ambiguous

Being in a major political position yourself, you have pushed the technology forward to help society. Your efforts have paid off, The Lifetimer has become a standard in most areas of healthcare. However, you recently met a highschool friend, telling you that her much needed surgery has been denied because she doesn't use the technology. This is just one of many similar stories. The increasing inequalities leave you wondering if the technology truly fulfills its promise.