

Lou

Persona

Attitude

Job

Life

The
Lifetimer



Lou

You live and breathe sports. From sunrise jogs to midnight workouts, your world revolves around physical activity, pushing your limits and a healthy diet.

During your holidays you like to go hiking and mountain biking with a group of similar minded friends. To be able to afford your hobbies, you work in a local sports club every free minute.

You like to share your passion for sports with everyone – also without being asked.

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Opportunistic

You are interested in new technologies, especially if they aim to increase your fitness and health. Mostly, you wait till the technology has been on the market for some time for it being tested by others and until the technology is cheap enough for you to afford it.

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Student

Sport still plays an important role in your life. This is partly the reason that you have not yet finished your study. Why rush? Your healthy and active lifestyle provides you with a high life expectancy according to The Lifetimer. Therefore, you have no worries for the future. Your main motivation to find a job soon is to be able to afford a premium membership and with that further expand your life expectancy.

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Ambiguous

The premium membership has qualified you for a management position of a prestigious Athletic Association, brought you premium insurance, and a house in a good neighborhood. Hiking, however, seems to be quite risky according to The Lifetimer, which is why you dropped your hobby. Some of your friends still go hiking but therefore missed out on such privileges. It makes you wonder how good the technology is for society.