

Jamie

Persona

Attitude

Job

Life

The
Lifetimer



Jamie

You live alone with your father and your 2 siblings in a small appartement outside of the city. To afford your study you have been helping elderly people in the neighborhood with computers and their cell phones. Because of digitalization this help is increasingly needed, and it aligns well with your interests.

You rather play computer games instead of working out, but still try to take care of your fitness by taking the stairs and walking if possible.

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Interested

The new technology is interesting for you, especially its use in healthcare might help many people. However, you wonder if the technology really is accessible to everyone, especially those who have difficulties with digital technologies.

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+5

Network admin

Despite not using The Lifetimer, you got a job at the largest health insurer to service their digital infrastructure. Your intention was to get The Lifetimer once you had gained enough money, however you are not so sure about this anymore. The increasing discrimination based on income and accessibility makes you wonder whether this is really a technology for everyone. You have adapted your lifestyle trying to live healthy without the technology.

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Frustrated

You have seen enough! People not being able to have access to The Lifetimer, because of financial, educative or other reasons are suffering from the consequences of its implementation. You have made the experience yourself: you must spend more money on health care, have been discriminated when renting an apartment and been excluded from social activities. This discrimination must stop!