

Drew

Persona

Attitude

Job

Life

The
Lifetimer



Drew

Beauty and looks are paramount to you. You live for holidays spent sunbathing on pristine beaches, enjoying cocktails at the beach bar, and indulging in luxurious spa treatments. Your parents have enough money, allowing you to enjoy the finest things in life without a second thought. You are not shy talking about your expensive way of living and keep the friends close who can afford the same lifestyle as you.

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Confident

While you recognize the potential benefits of The Lifetimer, you feel confident in your current lifestyle and health choices. You're generally positive about the technology but you feel it is more of a nerdy tool rather than a necessity.

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+5

Student

As a new premium user of The Lifetimer, you've come to see how your previous lifestyle choices—sunbathing, enjoying cocktails, and indulging in rich foods—have negatively impacted your life expectancy, skin condition and overall health. This has been a wake-up call! Now you are motivated that, with consistent use of the technology, you can mitigate some of the past damage and improve your future health prospects.

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Ambiguous

Despite your hopes, you've realized that the earlier damage to your skin and body cannot be fully reversed, even with advanced technology and money. This realization brings a mix of sadness and anger as you face the long-term consequences of your past choices. While still being a premium member, you actively neglect the suggestions of the app. What's the point of using it?