

Jules

Persona

Attitude

Job

Life

The
Lifetimer



Jules

You live with your family in a poor neighborhood at the outskirts of the city. Interestingly, you follow the news about The Lifetimer. For increasing your own health and fitness you don't have time; you have enough to do helping in your family's restaurant and taking care of your three younger siblings, especially since your mother has been diagnosed with diabetes. You are rather shy in a large group and prefer one-on-one conversations.

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Interested

You don't care much about technology, since you can't afford these expensive gadgets anyway. However, The Lifetimer has caught your interest because it could increase health — an important issue for you.

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Restaurant

After finishing your studies, you started working more hours at the family restaurant, especially since your mothers' condition has worsened.

Despite not being able to afford the technology yet, you have been inspired by friends who use The Lifetimer to change towards a healthier lifestyle.

You have also included healthy food choices in your family's restaurant to attract more customers. Your mother however thinks badly of it.

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Ambiguous

A few years ago, you got an older version of The Lifetimer, which helps you to become aware of your own health. Changing the menu of the family restaurant has been a smart move as it attracted many customers, making it a popular healthy eating place. This change has also impacted your family; your mother has indirectly been forced to eat healthier resulting in an improved health. Still, you wonder whether it shouldn't have been her own choice.