

Phoenix

Persona

Attitude

Job

Life

The
Lifetimer



Phoenix

Growing up in the countryside with your parents and brother has coined your passion for nature, taking long walks in the wood or going cycling with a group of friends. You cherish the peace of nature and being together with your friends. A healthy diet is important to you, but you also enjoy comforting dinners and delightful desserts. To earn some additional money, you work in the local outdoor shop in your free time.

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Social

The idea that technology can help you maintain a healthy diet and stimulate your physical exercise is intriguing to you. You are curious to hear experiences of others using the technology already – although you are wondering if it doesn't distract you from the simple and important things in life.

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Insurance agent

After your study you started working in one of the largest insurance companies of the country. While your study results have been very good, you had to compete with other candidates already using The Lifetimer which wasn't easy. In your free time, you still go cycling with your friends and take care of your diet. Because of your healthy lifestyle you don't need to use the technology, though you feel increasing pressure at work.

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Ambiguous

Because of the increasing pressure at work, you decided to give The Lifetimer a try. While always living healthy, people using the technology have gained a higher life expectancy than you, raising the pressure to catch up. Using the technology does bring some benefits: you were surprised how easy it was to find a new appartement and that you got additional insurance benefits. You wonder, how fair this difference is!