







Provisional Personas: Users who have had serious leg and/ or foot injuries age 18 to 65 who use smartphones

 THE STUBBORN is reluctant to try but is asked to	 THE TOO BUSY Uses tech, but has puts other stuff first and will half try it	 THE MOTIVATED Likes tech, wants to know every detail	 THE CARETAKER Believes in trying and making effort	 NEEDS ENCOURAGEMENT Has no self discipline but is willing.	 THE NEEDS ASSISTANCE Needs others involved to help
GOALS	GOALS	GOALS	GOALS	GOALS	GOALS
<ol style="list-style-type: none"> 1. Wants everyone off his/ her back and willing to do so to please them 2. To say they tried it and put in some effort, which is better than none 3. 10% accomplished is good 	<ol style="list-style-type: none"> 1. Get it done fast as possible 2. Only doing it so can he/ she can do other things 3. Take care of other things (not one's self or health) 	<ol style="list-style-type: none"> 1. To know every detail, understand whats going on 2. Wants to recover and is fully willing to try anything 3. Have everything organized 	<ol style="list-style-type: none"> 1. Holistic approach - Eat right and exercise makes everything better 2. To convince everyone to be healthy like them 3. Needs to be on a regular schedule 	<ol style="list-style-type: none"> 1. Wants to be like how they were 2. Wants to show off any progress made 3. Get others involved in recovery with them to help motivate them 	<ol style="list-style-type: none"> 1. Willing to make the effort, but can't do on their own 2. Physical recovery triumphs mental
PAINS	PAINS	PAINS	PAINS	PAINS	PAINS
<ol style="list-style-type: none"> 1. Has to see instant progress to think its valuable 2. Feels overwhelmed and anxiety takes over 3. Hopes the body will naturally recover without doing anything 	<ol style="list-style-type: none"> 1. Has to work, takes care of kids, clean house 2. Doesn't have time 3. Seems geared only toward adults 	<ol style="list-style-type: none"> 1. Mentally positive but not always best with technology 2. Will try something else if doesn't see progress 3. Physical condition 	<ol style="list-style-type: none"> 1. Can get run down 2. If not routinely scheduled, can disrupt their day 	<ol style="list-style-type: none"> 1. Anxiety and unknown holds them back 2. Is afraid to ask for help 	<ol style="list-style-type: none"> 1. Not always best with technology 2. Fears losing assistance 3. Eventually gives in and gives up