



Theresa

FRIENDLY

TRADITIONAL

QUIET



It scares me when I go on webMD, I feel like I could have other issues too

AGE 52
OCCUPATION Retired
STATUS Married
LOCATION Princeton, NJ

GENDER Female
ARCHETYPE Regular

PERSONA BIO

Terri injured her foot and was in need of medical treatment. She knows the procedure is serious and the recovery will take a long time to heal as she will not be able to walk. She is worried about recovering and the whole situation is making her have anxiety. She wants to enjoy life and be back to her old self. She needs love and support from others to make it through.

GOALS / NEEDS

- She wants to still feel young and healthy
- She wants to be active in retirement
- Finally get to travel the world

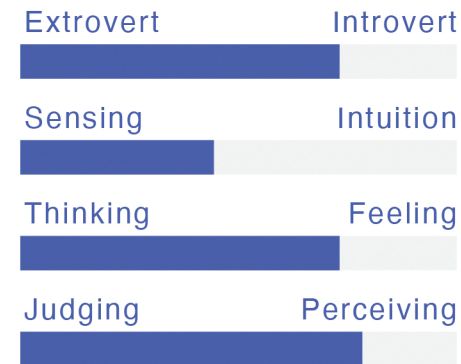
FRUSTRATIONS / FEARS

- She doesn't want to be in pain
- She doesn't feel comfortable doing things on her own
- She doesn't have self discipline

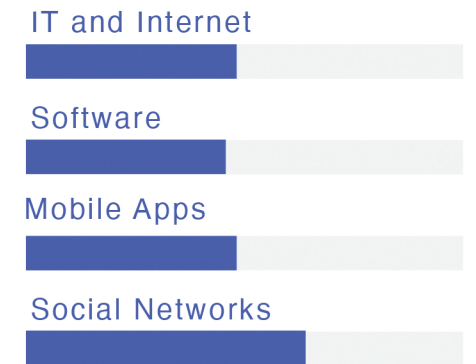
MOTIVATIONS



PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS

