

Question	Answer
Men or Women?	Mainly targeting women as they have used many images of women but in the writing they don't specifically target women. They do use some images of men too but mainly women.
Approximate Age range?	25+, this is due to images used of women that look above this age and they specifically target discussions that would happen on that age and above.
Geographical location?	Mainly the West (Mainly United state, United Kingdom, Canada) as its all in english and the items and suggestions given are more tailored to people with access given in these regions.
What are they afraid of?	<ul style="list-style-type: none"> <li>• Not Knowing what to eat</li> <li>• The use of Nutritions</li> <li>• Being genetically doomed</li> <li>• Not being able to control the amount of food</li> <li>• Weight scale not going down</li> <li>• Balance Calories</li> <li>• Feeling old</li> <li>• Too restricting diet</li> <li>• Finding a diet to their body, goals and taste buds</li> <li>• Safe diet</li> <li>• Exercising</li> </ul>
What are they angry about? Who are they angry at?	<ul style="list-style-type: none"> <li>• At them self</li> <li>• Changing their diet all the time</li> <li>• Not following expert instructions</li> <li>• Not using science based diet</li> <li>• Thinking that genetics has something to do with it</li> <li>• Not being able to make the right meals</li> <li>• Not doing anything about their situation</li> </ul>
What are their top daily frustrations?	<ul style="list-style-type: none"> <li>• Changing their diet all the time</li> <li>• Not doing anything about their diet</li> <li>• Ignoring instructions</li> <li>• Controlling their meals</li> </ul>

	<ul style="list-style-type: none"> <li>• Not taking action</li> </ul>
What are they embarrassed about?	<ul style="list-style-type: none"> <li>• Their weight</li> <li>• Looking old</li> <li>• Eating too much</li> <li>• Body shape (this is shown through the art work)</li> </ul>
How does dealing with their problems make them feel about themselves?	Makes them feel horrible as their method are not working as they think they know what to do but in their mind they know it wont work and they have excuses to go with it
What do other people in their world think about them as a result of these problems?	<ul style="list-style-type: none"> <li>• Fat</li> <li>• Over eater</li> <li>• Not in shape</li> <li>• ugly</li> </ul>
If they were to describe their problems and frustrations to a friend over dinner, what would they say?	<p>They would express how they have been doing all they can from what they think they know they should do but keep failing and express their feeling on how genetics and their diet is to blame, they would also talk about different diets they keep changing every day which also factors into their weight problem. They might not talk about science facts as they might not be aware of this solution.</p> <p>They might also talk about how they are afraid to try some diet systems as they might not be safe. And how they feel like an old person.</p>
If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?	They would change their diet to the perfect diet where they enjoy the food they eat and also lose weight at the same time without any effort or overthinking.
Who do they want to impress?	Anyone that looks at them to make them be impressed on how healthy and beautiful they look.
How would they feel about themselves if they were living in their dream state?	They would be feeling happy, energetic and not body shy.
What do they secretly desire most?	Perfect body, without losing the food they like

If they were to describe their dreams and desires to a friend over dinner, what would they say?	They would talk about how they want to look beautiful and healthy, not feel old and enjoy as much food as possible. To impress people around them on how healthy they look.
What do they currently believe is true about themselves and the problems they face?	<ul style="list-style-type: none"> <li>• They think they are genetically doomed</li> <li>• They don't take action</li> <li>• Knowing what they think is right is not actually correct</li> <li>• They are not following science based diets</li> <li>• They will probably not follow what they read about solutions to their problems</li> </ul>
Who do they blame for their current problems and frustrations?	<ul style="list-style-type: none"> <li>• Genetics</li> <li>• And diets they have been trying</li> <li>• Some them self</li> </ul>
Have they tried to solve the problem before and failed? Why do they think they failed in the past?	<ul style="list-style-type: none"> <li>• They tried changing their diet but did not work and they think its genetics</li> <li>• Restricting them self of food thinking it will lower their weight but did not work</li> </ul>
How do they evaluate and decide if a solution is going to work or not?	If they don't see change in weight over the scale quickly, fast results
what figures or brands in the space do they respect and why?	They think that nutrition industry is the solution and diets they find online
What character traits do they despise in themselves and others?	Not taking action and giving up easily
What trends in the market are they aware of? What do they think about these trends?	<p>Main trends are the different diet that they have tried and because they did not get results quick they thought it was the wrong diet and gave up</p> <p>They also hate the food they suggest to eat as they have different taste buds.</p> <p>Furthermore, they are not tailored to their body.</p>

# AVATOR



**Caroline Jones**

**Age:** 32

**Education:** Teaching Degree

**Hometown:** Manchester

**Family:** Single

**Occupation:** Teacher

*"I love food"*

## Goals

- To lose weight and look and feel better about their body
- Stay Focused on one diet and stay on it

## Frustrations

- "I keep changing diet and after a few days i don't see any results so I change my diet"
- Thinking that their body is different and they won't be able to lose weight

Caroline has always found joy in eating and from a young age she would eat a lot once she finished her degree she found herself feeling old and ugly, she keeps trying new diets but failing after few days. She thinks that her body is to blame to the reason she can't lose weight.