

To: Dr. Nora Rivera
From: Christian Jeter
Subject: User Persona
Date: 9/30/2025

A user persona is most often defined as a semi-fictionalized representation of a company, service or product's target audience. In the following instance, Lauren Howard, a persona based on individuals seeking to improve their basic, overall health, showcases what kind of audience StepsApp (the chosen application) is geared towards.

Lauren Howard

Law Firm Receptionist, Legitimate Law Firm, Lubbock, Texas

Responsibilities:

- Manages front desk including coordinating clients with attorneys, lawyers and representatives
- Handles incoming inquiries and calls for attorneys and lawyers
- Organizes client information so that important documents are readily available

Demographics Info:

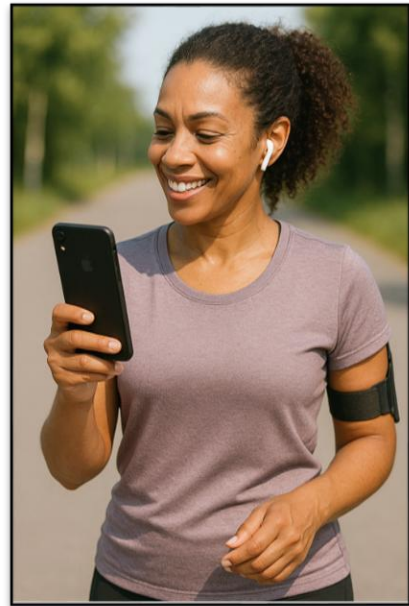
- Age: 32 years of age
- Height: 5 foot, 4 inches
- Weight: ~170 lbs.

Contextual Info:

- Sits in a chair behind a desk for majority of the day
- Works a 9 – 5, not leaving much leftover time for dedicated exercises or workouts
- Eats 2 – 3 meals a day, sometimes skipping breakfast or lunch
- Familiar with digital applications, but unsure of how to properly track health statistics

Goals and Priorities:

- Reach ~160 lbs. by the end of the year (>3 months)
- Increase the number of steps from ~5000 to ~6500
- Needs to reach goals w/o intensive, dedicated workouts
- Only needs basic health statistics, such as calories burned and miles walked



"Between work and home, I don't have much time to spare. But I want to start taking my health a bit more seriously."

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Through the given user persona, Lauren Howard, StepsApp can base many of its audience-focused decisions around accommodating the nuance and priorities of individuals she is meant to represent. Many of the fictional details of Lauren's life were chosen based off realistic situations and circumstances which many average Americans face.

Why Lauren?

The chosen fictional individual, Lauren Howard, helps to embody many of the values that the average American might hold, as well as any accompanying challenges.

She works a standard day job, a 9 -5 receptionist, which takes up majority of her daily time. This leaves very little time and energy that she can dedicate towards intense, focused workouts and exercises.

Also, because of her occupation-focused life, Lauren is pretty familiar with most digital applications. However, she is a novice in terms of understanding the intricacies of her health, meaning she is more focused on the basic, simplistic approaches that improve standard health as opposed to in-depth statistics.

How Does Lauren Help StepsApp?

All of the researched, intricate details surrounding Lauren help to represent the many scruples that the average American might find themselves restricted by. In doing so, she represents a large portion of the audience StepsApp will be targeting: work-focused individuals with little time to spare and want to improve their basic, overall health.

***AI Usage Preface:** There is **1 item** in this collective user persona and accompanying memo that is generated by artificial intelligence: the image of Lauren Howard, the fictional representative. This is the **ONLY** item generated, altered and affected by AI; every other item in these documents—text, headings, organization—was made and structured by Christian Jeter.*