



# Helen Ma

Female, 20  
 @ Kaohsiung  
 Student  
 Social runner

**Status:** Helen is living alone and started joining the running club three months ago because she realised that running could help her explore new places and make new friends outside school. She saves time doing homework so as to explore the best places to run in the city.

RELUCTANT MOTIVATED



Make progress for running

SILOS COLLECTIVE



Join running activities

INACTIVE ACTIVE



Explore new route

LAID BACK

CASUAL

SOCIAL

## DIGITAL DEVICES



*"I am a slow runner and I think running is not about the time spent but about the experience. I like having drinks with club members after running, but everybody is just way too fast for me and I hope I can improve myself step by step"*

## NEEDS:

COACH & GUIDANCE

ACTIVE RUNNING GROUP

FUN ACTIVITIES

## GOALS

GO FOR A RUN AT LEAST ONCE A WEEK

INCREASE RUNNING STAMINA

GET FAMILIAR WITH THE CITY

## MOTIVATIONS

SOCIALIZATION

CONVENIENCE

RUNNING EXPERIENCE

## ATTRIBUTES

BRAVE

SOCIAL

OPENNESS

# Roger Lee

Male, 28  
@ Taichung  
Software Engineer  
Competitive runner



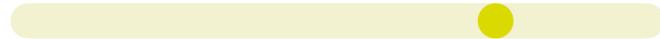
**Status:** Roger has been running for five years because he feels unhealthy sitting on a chair all day at work and running helps him become more energetic. Being an outdoor runner, he likes the fresh air and natural scenic view whilst running. He always goes for a run after work on the riverside near his office.

RELUCTANT MOTIVATED



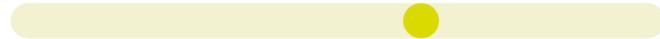
Make progress for running

SILOS COLLECTIVE



Join running activities

INACTIVE ACTIVE



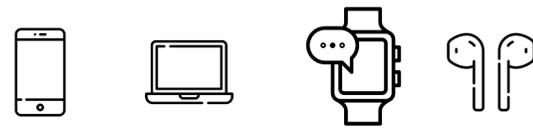
Explore new route

PASSIONATE

KNOWLEDGABLE

COMPETITIVE

## DIGITAL DEVICES



*"I am a competitive runner and that means the run isn't about fun; it's about finishing first. I tried running with my colleagues, but they were just way too slow, so I hope I can find someone who can compete with me".*

## NEEDS:

TRACK PROGRESS

ACTIVE RUNNING GROUP

DISCOVER NEW ROUTES NEARBY

## GOALS

RUN AT LEAST 3 TIMES A WEEK

PARTICIPATE LOCAL RUNNING EVENTS

COMPLETE HALF MARATHON

## MOTIVATIONS

ACHIEVEMENT

GET INTO NATURE

COMPANIONSHIP

## ATTRIBUTES

STRENGTH

TRUST

VISION

# Christina Liu

Female, 35  
@ Taipei  
Marketing  
Social media adicionado



## DIGITAL DEVICES



*“Running is a way to get my body in shape and discover new places. I like to go for a run with my sister occasionally, as I hate running alone because it’s just so boring. I have to travel to other countries for business so I was unable to find anyone who could run with me on a regular basis”.*

**Status:** Christina started going for a run a year ago because it is a very popular exercise among her circle of friends. She likes to go for a run with her sister in different locations taking trendy photos to upload on social media that make her feel more confident when receiving compliments for her fit body shape.

RELUCTANT MOTIVATED



Make progress for running

SILOS COLLECTIVE



Join running activities

INACTIVE ACTIVE



Explore new route

PERSONABLE

CREATIVE

FUN

## NEEDS:

COMPANIONSHIP

DATA TRACKING & SHARING

EXPLORE NEW ROUTES

## GOALS

RUN AT LEAST ONCE A WEEK

INFLUENCE PEOPLE TO RUN

KEEP IN GOOD SHAPE

## MOTIVATIONS

FITNESS

HAVE FUN

RECOGNITION ON SOCIAL MEDIA

## ATTRIBUTES

INSPIRING

CONFIDENT

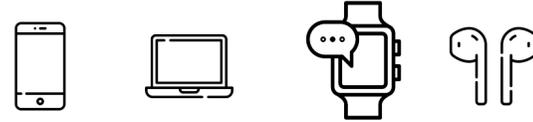
RESILIENT

# Wesley Ko

Male, 42  
@ New Taipei city  
Sale manager  
Coach runner



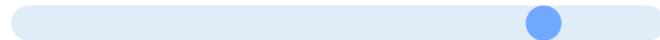
## DIGITAL DEVICES



*"I have been running as a habit since I was 20 years old. I know it's the way to help me stay active and healthy. I would be more than happy to share my experience with others on how to run properly if anyone needs my guidance."*

**Status:** Wesley lives with his wife and children. Running for him is a convenient exercise having no time restrictions. He has learned many lessons from his previous running experience. For example, following the correct running technique helps him avoid getting injured whilst running, and maintaining steady breathing increases his stamina.

RELUCTANT MOTIVATED



Make progress for running

SILOS COLLECTIVE



Join running activities

INACTIVE ACTIVE



Explore new route

RESOURCEFUL

ENERGETIC

ADAPTIVE

## NEEDS:

KNOWLEDGE SHARING

TRACK PERFORMANCE

RECURRING RUNNING EVENTS

## GOALS

RUN AT LEAST 5 TIMES A WEEK

BECOME PART-TIME COACH

COMPLETE FULL MARATHON

## MOTIVATIONS

STAY ACTIVE & GET OUTSIDE

COACH RUNNING BEGINNERS

ORGANIZE THOUGHTS

## ATTRIBUTES

FOCUSED

GRIT

PREPARED