



## George Simons

**AGE:** 45

**LOCATION:** Australia

**JOB:** IT Consultant

**PASSION:** Ultra Marathon  
Running

### LIFESTYLE



Sedentary (apart from their runs)

### HOW MOTIVATED ARE THEY?



### IMPORTANT ASPECTS OF THEIR DAY

- Their morning run
- Family time
- Interacting with Ultra Marathon community online
- Work (but not passionate about it)



### THEIR PAIN POINTS

- Not enough hours in the day
- DNF – avoiding a do not finish
- Worry and pain when don't hit goals



### THEIR GOALS

- Finish their Ultra Marathon
- Improve/have an outlet for mental wellbeing



### MINDSET IN 3 WORDS/PHRASES

- Self competitive
- Mental health-focused
- Family driven



### DRIVERS OF THEIR PURCHASING DECISIONS

- Price
- Speed – not organised and need quick delivery times
- The community



### POTENTIAL BARRIERS TO ENTRY

- Rebecca not being a runner
- Not being backed up in the community



## Marianne Jones

**AGE:** 56

**LOCATION:** UK

**JOB:** Receptionist

**PASSION:** Hiking

### LIFESTYLE

Sedentary (apart from their walks – not usually very fit)

### HOW MOTIVATED ARE THEY?



### IMPORTANT ASPECTS OF THEIR DAY

- Their long walk or hike
- Interacting with Hiking community online
- Work (but not passionate about it)



### THEIR PAIN POINTS

- Feel lost
- Looking for meaning in their hike
- Anything that would force them to be unable to finish



### THEIR GOALS

- Finish their hike/pilgrimage
- Have a clean slate
- Work out their internal/mental battles



### MINDSET IN 3 WORDS/PHRASES

- Lost
- Looking for support
- Determined



### DRIVERS OF THEIR PURCHASING DECISIONS

- Price
- The community – advice from others who have done the same walk
- Weight of products (for carrying)



### POTENTIAL BARRIERS TO ENTRY

- Not being backed up in the community
- Utility – the product needs to be effective and make the walk more enjoyable
- Guidance can be implemented during a hike
- Waiting times
- Shipping costs



## Jenny Farmer

**AGE:** 35

**LOCATION:** Australia

**JOB:** Podiatrist

**PASSION:** Podiatry (or hobby outside of that but not relevant)

### LIFESTYLE



Middle range

### HOW MOTIVATED ARE THEY?



### IMPORTANT ASPECTS OF THEIR DAY

- Work
- Being active



### THEIR PAIN POINTS

- Patient numbers
- Stress/pressure of the job
- Not having blister-specific knowledge



### THEIR GOALS

- Improve patient outcomes
- Encourage return patients
- Seem knowledgeable



### MINDSET IN 3 WORDS/PHRASES

- Work focused
- Compassionate
- Stressed



### DRIVERS OF THEIR PURCHASING DECISIONS

- Quality of information
- Proof of patient outcomes
- How easy information is to relay
- How it makes them look



### POTENTIAL BARRIERS TO ENTRY

- Some bad habits/incorrect information
- Hesitant of help from other professionals?



## Craig Halpbert

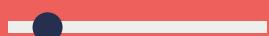
**AGE:** 28

**LOCATION:** Australia

**JOB:** Marketer

**PASSION:** Relaxing

### LIFESTYLE



Sedentary (apart from exercise)

### HOW MOTIVATED ARE THEY?



### IMPORTANT ASPECTS OF THEIR DAY

- Working out
- Work
- Relaxing/TV



### THEIR PAIN POINTS

- Acute blister pain
- Worsening blisters in particular areas
- Not able to stick to a fitness regime



### THEIR GOALS

- Get back to exercising
- Resume normal life



### MINDSET IN 3 WORDS/PHRASES

- Frustrated
- Desperate
- Impatient



### DRIVERS OF THEIR PURCHASING DECISIONS

- Speed of delivery and recovery
- How easy they are to apply



### POTENTIAL BARRIERS TO ENTRY

- May not like to hear about prevention being part of the solution
- Speed of delivery of the product