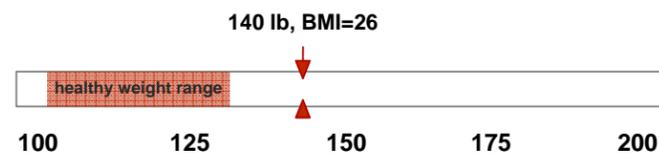


Weight Watchers Experience

Nancy has had no experience being on the Weight Watchers plan. However, she has used the products, mostly the desserts. She believes the Weight Watchers site is an online forum for people who want to lose weight.

Demographics

- 45 years old
- Not married/no children
- Urban
- 5'2
- High technical ability

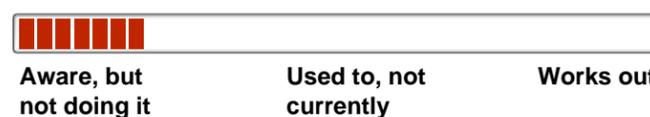


Lifestyle

COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Nancy

empowered lifestyle



Nancy's history of gaining and losing weight is based on challenges in her life. In addition to being her mom's primary caretaker, Nancy is trying to juggle both her work as a freelance designer and an aspiring musician. Her doctor had given her medication to help handle the stress and gained 15 pounds. As result of experimenting with many weight loss plans in the past, Nancy has crafted her own combination of plans that reinforces healthy eating and exercise.

After a friend suggests Weight Watchers, Nancy sets aside some time to sign up and create her own personalized plan. She wants to jump right in to learn the plan's tools hoping to get answers to her questions. She wants to know why this plan is different and better than the plans she has created on her own.

Goal

Nancy wants to create her own customized healthy weight loss plan that will suit her lifestyle so she can stick to it when life throws challenges at her.

Needs

- To learn about and get easy access to plan details, nutrition information and tools
- To be assessed and see where she's at as well as be aware of her progress
- Customize the site/plan to her lifestyle
- To learn the value of the plan, to know that it is medically and nutritionally sound
- To feel she has motivational help from other people who have similar stories
- To follow the plan long term, live a healthy lifestyle
- To be given guidelines on what to eat in all situations
- To get a consultation with an expert
- To learn how exercise fits into the plan
- To learn what not to do on plan
- To learn how Weight Watchers compares to all the information she has learned about dieting

Tasks

- Create her own personalized plan
- Learn how to use the tools to track what she eats and her progress
- Easily find the tools to track as well as other supporting tools
- Find out why POINTS are different/better/easier than counting calories
- Find out how many calories she can eat in a day
- Log her measurements and get a full weight, fitness and diet assessment
- Find tips on nutrition
- Find a list of 10 things you should know on plan
- Find out how to get a live consultation with a nutritionist or Weight Watchers representative
- Find a guideline of a weeks worth of food on plan

“Yes I want to lose weight, but I really want to live a healthy lifestyle. Not just follow a diet.”

Web Behaviors

LEARNING STYLES

Nancy likes to explore websites and gather information on her own. She does not like to be told where to go or what to do. When she sees something that appeals to her, she will focus on that topic or article. She likes reading about proper nutrition from credible resources like nutritionists and medical doctors. She usually takes that information to formulate her own weight loss plan.

WEB USAGE

Nancy is online most of the time. Due to her work as a freelance web designer, she can access the web both at home and when she is at a client site. She may post a note to a message board on occasion, but she mostly seeks out message boards or blogs when she is conducting research and looking for information on a specific topic. Nancy is open to receiving emails but only from sites or organizations she subscribes to.

Psychographics

CHALLENGES

For Nancy, her challenges to her weight loss are purely emotional. She gets easily distracted from her plan when personal problems arise. She needs to find a way to keep on track when issues come up.

MOTIVATION

Nancy's motivation is to create a healthier life for the long term in both mind and body. She wants to learn more about nutrition, fitness, meditation, and how she can improve her body health.

DIETING ATTITUDES

Nancy knows a lot about diet and exercise but she is searching to put a long term food and exercise policy into place. She wants a plan that will teach her how to measure her progress, learn about proper nutrition and eat a wide variety of healthy foods so she can live a healthier lifestyle.

MOOD BOARD



Attributes

- Urban
- Extroverted
- Empowered
- Stylish
- Nonconformist
- Adventurous
- Independent

NANCY

STONE OF VOICE

Tone-of-voice features:

- Latest news
- Confident and authoritative
- Foodie
- Active lifestyle
- Informative so she learns what she needs to learn

Sites:

- CNN
- WebMD
- NYT
- Chowhound

Examples of section links:

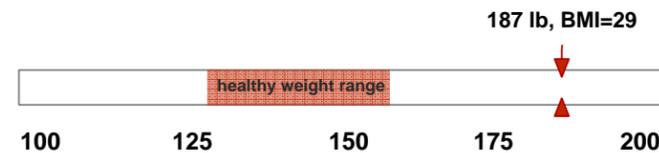
- Your plan = Your weight-loss plan
- Start learning = What you need to know to follow the plan
- Food & Recipes = Eating well
- Fitness = Fitness your way
- Community = Advice & encouragement
- Potential article title = (From Web MD) Natural Cold Remedies: Do they actually work?
- Potential article title = (From a magazine) This is Your Body on Yoga
- Potential article title = (From a magazine) Put Your Feet Up and Have a Nice Cup of AntiOxidants
- Healthy Living = Health & science
- Success Stories = Real people

Weight Watchers Experience

Samantha was successful with Weight Watchers after the birth of her first child. She knows the program works as long as she follows it. She knows it's a plan that works for her, and just needs to get back on track with it.

Demographics

- 41 years old
- Married, 2 small children
- Suburban
- 5'7
- Moderate technical ability

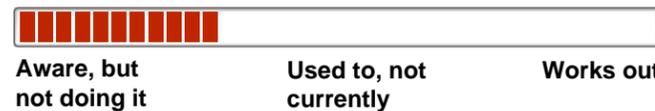


Lifestyle

COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Samantha

methodical manager



Samantha has always struggled with her weight. She has lost and gained for most of her adult life and although she was successful losing weight after the birth of her first child, she began to gain again. Since her second son was born three years ago, she has been unable to lose her pregnancy weight and her clothes seem to be getting tighter and tighter.

As her toddler naps, Samantha has about 15 to 30 mins to sign up and learn the basics of the plan. She also needs to know what her immediate next steps are. She hopes to become familiar with the plan's tools and topics and get some information to print out and read later when she has more time.

Goal

Samantha wants to lose the baby weight. She wants a clear plan with rules to follow so she can achieve weight loss success and live a healthy lifestyle.

Needs

- Get easy access to refresher plan information
- To jump into following the plan using tools, tracking and getting started
- To learn what WeightWatchers.com offers
- To learn the overall Weight Watchers philosophy and how to change behaviors
- To learn more about **POINTS** values
- To use the tracking tools
- To be active with the community
- To feel excited about starting again
- To easily find food ideas to create variety
- To get information for new mom and get information in steps

Tasks

- Access to recipes, meal ideas, journals, substitutions and print them out
- Start to track what I eat
- Find out what's new on the site and learn how to use everything
- Learn new concepts and strategies on how to change her behaviors
- Learn how to calculate activity **POINTS** values and see how they fit into the plan
- Go to the message boards and community

“I’ve been successful before following the rules. Just tell me what to do and I’ll get started again.”

Web Behaviors

LEARNING STYLES

When online, Samantha quick skims information. She prefers information at a high level so she can quickly review its important steps. If the steps seem logical, the outcome attainable, and the information comes from a reliable source, she is more than willing to follow the rules. She doesn't need the details but an outline that she can quickly scan is perfect for her.

WEB USAGE

Since Samantha is a stay at home mom, with short spurts of time to spend on the web. She usually checks email, scans a little and then she is off chasing after her 3 year old toddler. She will occasionally watch a video if someone sends it to her via email. She may visit a parent message board for content but never posts.

Psychographics

CHALLENGES

Samantha's challenges are more tactical than emotional. Yes, motivation is a bit of a struggle, but finding time has been the biggest problem. She simply hasn't been able to set a right time to start. When she's about to put a plan in motion, something with the kids usually comes up.

MOTIVATION

Samantha is frustrated with herself that she has allowed her weight to get to this point. She knows she has to “do something” and that this could be a long process. She wants to be able to keep up with her kids and no longer say, “Mommy is tired” when they want to play. She also just doesn't want her clothes to go up another size again.

DIETING ATTITUDES

Samantha has lost weight before so she knows she can do it again. She just needs to know the steps to get started. She knows it going to take time and is ok with that. She wants a plan that will give her long term success. She would like help on how she can make some of her kids' meals (that she usually eats) healthier and how she can include a little exercise in her busy life.

Weight Watchers Experience

Jenny has had no experience with Weight Watchers herself. However, her mom was on the plan when she was growing up and cooked Weight Watchers friendly meals. Currently, Jenny eats the frozen Weight Watchers meals for lunch and sometimes dinner.

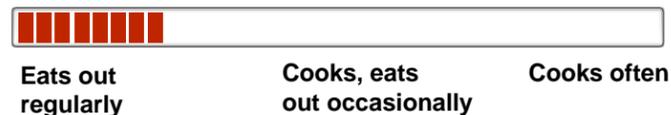
Demographics

- 35 years old
- Single, no children
- Urban
- 5'8
- High technical ability

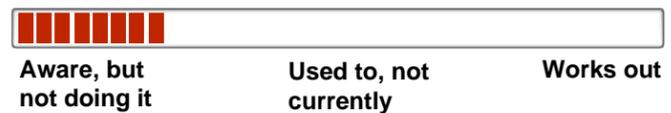


Lifestyle

COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Jenny

high touch hopeful



Jenny has been heavy all her life. She not only witnessed her own life long battle with weight, but her family's too. Growing up, Jenny watched her mom, grandmother and aunts experience the ups and downs of trying to lose weight. Now that she has reached her mid 30s, she worries she will spend the rest of her life continuing with this struggle. She announces to her friends that she has made a decision and will joining Weight Watchers today.

Jenny has just been to her first meeting and learns that with her Monthly Pass subscription she has access to Weight Watchers eTools. She gets home from work and after checking her email and going on to Facebook, she decides to heat up her dinner and spend the rest of the night in front of the computer checking out what is WeightWatchers.com.

Goal

Jenny wants to feel good about herself, especially when she goes out. She wants to be seen for who she is, not how big she is.

Needs

- To learn how the website complements meetings / why to use the site
- To learn how and why to use the online tools vs. paper tools
- To find plan information I heard in the meeting and to find a meeting
- To get encouragement and motivation in-between meetings
- To get recognition from the site, feedback and validation
- To learn how to prepare for a weight loss program, i.e. stock up on the right foods
- To follow a program that is fun and interesting
- To read about how others had success
- To find Weight Watchers products online and in stores
- To begin tracking

Tasks

- Find out what she gets with the package
- Learn about online tracking vs. paper tracking and being tracking online
- Find people to talk to and read success stories/blogs/columns
- Look for a shopping list and get recipes
- Search for WeightWatchers product information
- Find food plan information
- Find restaurant information and situational lifestyle information
- Read about how to get started with exercise
- Read about and see examples regarding how to track her weight and food
- Find meeting information and locations

“I’m very excited to get started, I just need some motivation to keep me going.”

Web Behaviors

LEARNING STYLES

Jenny likes to have options when looking for information, especially when she is online. She may at times read about a specific topic, but can be easily distracted and move quickly to something else, like a video. She appreciates guidance, but wants to have the freedom to explore and likes when information is personalized just for her. She seeks out advice from others before making a decision and longs for recognition in all aspects of her life.

WEB USAGE

Jenny is a “people person.” She strongly desires a personal connection to someone and applies this personality trait when on the web. She is often online: emails, videos, texts. She reads and posts to social networking sites. She looks to message boards as a way to connect with others.

Psychographics

CHALLENGES

Jenny’s challenges are emotional. Although she is very happy in her personal life, she has battled her weight all her life and knows she has to make changes. She needs someone to help guide her through these changes in food and fitness.

MOTIVATION

Jenny is ready to focus and lose the weight. She owes it to herself to reinvent her relationship with food and learn how to exercise.

DIETING ATTITUDES

Jenny wants to stop the family cycle of weight gain and lose the weight for good. She wants step-by-step help from a weight loss plan and to be in contact with someone to give her encouragement so she doesn't have to go through this journey alone.

MOOD BOARD



Attributes

- Urban
- Stylish
- On-the-go
- Outgoing
- Community-oriented
- Loves comfort food
- Emotional
- Young
- Tech-savvy

JENNY

STONE OF VOICE

Tone-of-voice features:

- Short and to the point; she gets distracted
- Funny and warm
- Slightly irreverent
- Informative so she learns what she needs to learn
- Community-oriented
- Confident
- Friendly and fun

Sites:

- Gaia
- Facebook
- Twitter
- Comedy Central
- Daily Candy
- Gawker
- Yelp

Examples of section links:

- Your plan = My weight-loss plan
- Start learning = The plan 101
- Food & Recipes = Eating out and cooking in
- Fitness = Easy ways to keep fit
- Community = Connect with friends
- Potential article title = (From Daily Candy) We've Got Sprits, How 'Bout You?
- Healthy Living = Mind, mood & body
- Success Stories = Find a Success Story like you

Weight Watchers Experience

Michelle has been on Weight Watchers for 3 months. She's had a positive experience with the plan, but finds herself starting to fall off track. So far she's been following all of the basics of the plan, but hasn't really delved in to it. She's ready to take the next step.

Demographics

- 55 years old
- Divorced, 2 grown children
- Urban
- 5'8
- Moderate technical ability



Lifestyle

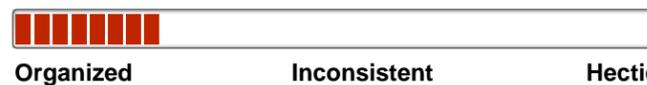
COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Michelle



methodical manager

After recently going through a divorce and having 2 children move out of the house, Michelle finds herself cooking less and less and eating out more. Due to this, it's been harder for her to stick to the Weight Watchers plan, and she has put on some extra weight. Michelle enjoys cooking occasionally but finds it hard to make food for just one person. Michelle is also looking to jump back into the dating world, and is looking to get fit and trim for her new adventure.

After getting back from a short stay at her son's Michelle decides it's time to tap into and follow the finer details of the Weight Watchers plan. Michelle is ready to commit the time to learn the more advanced techniques that will help her jumpstart her weight loss.

Goal

Michelle wants to learn how to have a healthy lifestyle long term. She wants to shed the extra weight she's gained in order to begin dating again.

Needs

- Be able to continue to follow the plan easily.
- Be up to date on any new parts of the plan or any modifications to the plan
- Stay motivated and engaged with the plan and the site
- Add variety to diet. Make old recipes more healthy and find new foods/meals and recipes
- Learn new techniques to get rid of plan fatigue
- Continue to have motivational help from other people with similar stories
- Learn how to update current activity to fit new needs
- Learn about maintenance
- Always have access to information on following the plan
- Get information on shedding the last few pounds

Tasks

- Track food and activity
- Get content online regarding any plan updates
- Join or up involvement in the community or use other tools that supplement the plan such as recipe builder and find and explore
- Explore the substitutions list or read content that explains how to lighten up old recipes.
- Use Find and Explore to find different foods, meals an recipes.
- Read advanced lesson plan type content
- Find new workouts or create a new one. Read content that talks to updating and extending one's fitness routine.

"I need to stay motivated. After a few months I loose interest and have trouble staying on plan"

Web Behaviors

LEARNING STYLES

Michelle likes to read information in steps. She'll read through the basic information and make sure that she has the fundamentals down then will move on to tackling the finer points. She does like to see the breath of information available to her so that she can get an idea of her progress in her learning.

WEB USAGE

Michelle spends a moderate amount of time on the web, both at home and while at work. At home, she uses the internet to find deals on new items for her grandchild that is on the way. At work, at a nearby tv station, Michelle is constantly using email to communicate with her co-workers. She feels she has a pretty good handle on the technology, but can always learn to be more savvy.

Psychographics

CHALLENGES

Michelle's main challenges are tactical rather than emotional. She is fully aware that her change in lifestyle is what has lead to her weight gain. She now just has to delve into the plan and use more of it's aspects to her advantage.

MOTIVATION

Michelle's motivation is her new interest in beginning to date again after a rough divorce. She wants to learn other aspects of the plan that will help her to up the ante and take off the extra pounds.

DIETING ATTITUDES

Michelle is confident in her ability to take off the extra pounds. She believes in the Weight Watchers plan and is looking for the information needed to extend her weight loss. She wants to be able to take this new knowledge and create a long term plan to stay healthy.

MOOD BOARD



Attributes

- Independent
- In control
- Re-born
- Down to earth
- Can-do attitude
- Inspired
- Aspirational
- Organized
- Simple
- Seeking

MICHELLE

TOPE OF VOICE

Tone-of-voice features:

- Confident and authoritative
- Latest news
- Community-oriented
- Foodie
- Friendly and fun

Sites:

- Epicurious
- Cooking Lite
- Chase
- Fidelity
- Match.com
- EHarmony
- Meetup

Examples of section links:

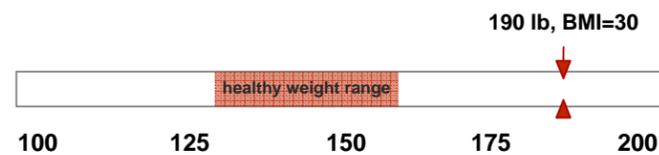
- Your plan = The plan
- Start learning = The plan step-by-step
- Food & Recipes = Eating out and cooking in
- Fitness = Easy ways to keep fit
- Community = Advice & encouragement
- Potential article title = (From a magazine) Your #1 Weight-loss Weapon
- Healthy Living = Mind, mood & body
- Success Stories = Find a Success Story like you

Weight Watchers Experience

Cindy has been going to meetings for the past 6 months. She has a positive feeling about Weight Watchers. Cindy has heard about eTools and Weightwatchers.com, but has no experience using the website.

Demographics

- 65 years old
- Married, 3 grown children
- Suburban
- 5'7
- Low technical ability

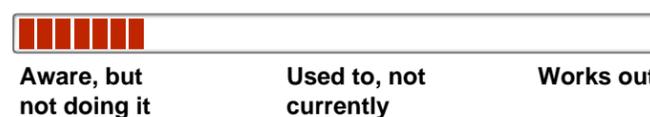


Lifestyle

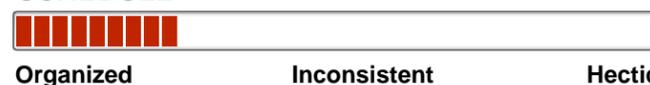
COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Cindy



control seeking struggler

Cindy has been over weight her whole life. Having three children and a husband to take care of left her no time to pay attention to her own needs. She doesn't take the time to exercise and never learned habits needed to life a healthy lifestyle. Cindy enjoys cooking for her and her husband, but is finding it tough to make meals for only two people as opposed to five.

Riding back with her friends from a recent meeting, they were all raving about eTools and how the content and tools online have really contributed to their weight loss. The next day, Cindy sits down at her computer desk, to see if Weightwatchers.com can offer her any value, and support her during the time in-between her meetings.

Goal

Cindy has finally started working towards taking off the weight, and is looking for all the support she can get in order to be successful.

Needs

- Have different meeting times and dates available
- Be able to continue to follow the plan easily.
- Add variety to diet. Make old recipes more healthy and find new foods/meals and recipes
- Continue to see success with combining online and meetings
- Be informed as to topic of the week
- Continue to get recognition from the site, feedback and validation esp on success.
- To get encouragement and motivation in-between meetings
- See how successful the combination of meetings and online is for others.

Tasks

- Find different meeting centers in my area
- Find plan / food / activity information to support meeting materials
- Track food and activity
- Explore the substitutions list or read content that explains how to lighten up old recipes. Use
- Find and Explore to find different foods, meals an recipes
- Find content that is relevant to attending meetings as well as using the website
- Find information on what the topic will be this week
- Find content that relates to my progress on the plan.
- Join or increase my involvement with the WW Community. Use other tools that supplement the plan such as recipe builder and find and explore.
- Find more tips and success stories of people who are seeing success online

"I recently got Monthly pass for the savings, but keep hearing how useful eTools is, I just don't know how to use it!"

Web Behaviors

LEARNING STYLES

Cindy likes to have all the support around her that she can. The more she is told what she should be learning the better. Being that she has little experience with the internet, she likes information to be clear and easy to find. Everything should be easy to use, or she'll quickly lose interest and give up.

WEB USAGE

Cindy is rarely online. She uses email to keep in touch with her children after they showed her step by step what to do. She's intimidated by flashy tools and hard to understand applications and is immediately turned off if things seem complicated. When Cindy is online she is in the comfort of her own home and is quick to finish her tasks so that she can spend the minimum time possible in this uncomfortable environment.

Psychographics

CHALLENGES

Cindy has a hard time learning and performing without a lot of support. She has a hard time putting herself first, and her relationship with food is very emotional.

MOTIVATION

Cindy's motivation is to finally be happy with her appearance. She doesn't want to end up the overweight grandmother who can't play with her grandchildren without being completely exhausted. She is looking for a supplement to her meeting experience to provide round the clock support.

DIETING ATTITUDES

Cindy knows little about dieting. She knows that she should, but doesn't really know how. She has a tendency to eat sporadically especially since she is only cooking for two and not taking care of others.

MOOD BOARD



Attributes

- Suburban
- Disorganized
- Home body
- Caretaker
- Giver
- Nurturing
- Routine-oriented
- Family-oriented
- Home time
- Romantic
- Unsettled

CINDY

TONE OF VOICE

Tone-of-voice features:

- Confident and authoritative
- Warm but not cute
- Community-oriented
- Informative so she learns what she needs to learn

Sites:

- AARP
- Realage
- More
- Epicurious

Examples of section links:

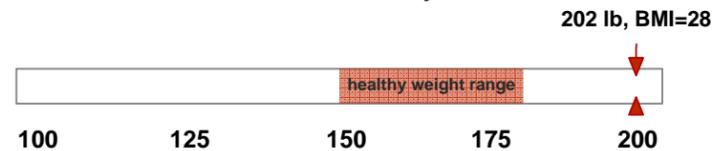
- Your plan = Your weight-loss plan
- Start learning = What you need to know to follow the plan
- Food & Recipes = What to eat and cook
- Fitness = Fitness that works for you
- Community = Connect with friends
- Potential article title = (From AARP) 5 Keys to Living Longer
- Healthy Living = Live the healthiest lifestyle
- Success Stories = Find a Success Story like you

Weight Watchers Experience

Charlie has never had any interaction with Weight Watchers before. His friend had done the plan successfully and suggested he sign up for Weight Watchers Online for men. He does not know anything about how the plan works or what he is allowed to eat.

Demographics

- 53 years old
- Married / 2 grown children
- Suburban
- 6'
- Moderate technical ability



Lifestyle

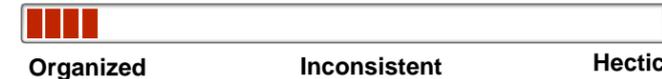
COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Charlie



Since Charlie's recent surgery and an indulgent vacation with his wife, he has put on extra weight. Charlie used to work out and is slowly trying to get back into his routine. He's finding it much harder this time around and realizes he is getting older and needs to learn a new way of eating. He enjoys eating his wife's cooking and is concerned this "diet" will prevent him from sharing dinner with his wife. He wants the plan to fit within his current lifestyle.

After work, Charlie has scheduled a few hours to sign up and to learn all about the plan. He wants to really delve deep into the information and absorb it correctly before he is ready to actually start the plan. He understands this could take more than this one session and is ok with taking his time.

Goal

Charlie wants to lose the weight he put on recently and get back in shape. He wants a scientifically sound plan that will hold him accountable.

Needs

- An overview of the whole program
- To learn about the details of how the plan works and why it works
- To learn how the tools relate to the rest of the plan
- To learn what it takes to get started and why each aspect is important to his success
- To learn about exercise and the plan and that it works alongside his diet
- To learn how he will keep track of what he eats and his progress
- To get a set of rules to follow the plan and to learn why each rule is in place
- Feedback that gives him a sense of progress
- To interact with others on the plan or a Weight Watchers representative to get answers

Tasks

- Read in detail about how the plan works and why it works
- Learn how to use the tools to track what he eats and his progress
- Enter his personal weight information so he can track his progress
- Find next steps for what he will have to do in the following weeks
- Learn where to find all this information for a later time
- Print up information he wants to read later
- Find ideas and recipes for his wife to cook
- Find a place to interact with others on the plan or someone from Weight Watchers to get answers
- Find information about working out and how that relates to the food he'll eat

"I need reasons behind what I'm told to do, then I'll do it."

Web Behaviors

LEARNING STYLES

When online, Charlie likes to read through all information available on a topic to absorb it properly. He is thorough and focused. Charlie wants a comprehensive set of rules and facts to guide him through the process. He likes to have all the information he needs upfront in order to make an educated decision. Charlie likes his information to be based in science and to be in a factual tone.

WEB USAGE

Charlie uses the web mainly at home. He has access at work, but does not do any personal business while there. He goes online for very specific reasons. He is not into social networking, nor does he use community features for social purposes. He will go online to find information and answers to questions he has. Charlie doesn't watch video online and will only read emails if they are important or if it is a site he subscribes to.

Psychographics

CHALLENGES

For Charlie, his challenges are tactical. Charlie does not have an emotional connection to food or weight issues. Life events caused the current weight gain and he is aware he needs to fix it.

MOTIVATION

Charlie's motivation is to look and feel better, for himself, his wife and others. Charlie doesn't need motivation to get started, but is looking for guidance and step-by-step help to stay on track.

DIETING ATTITUDES

Since dieting is new for Charlie, he is looking for concrete information and facts to help him learn how to eat right. He knows if he tracks and follows the rules he will be successful. He is ready to get started.