

Personas

Kelly Wilcox (photo from
http://i.ehow.com/images/GlobalPhoto/Articles/2094922/Tazzbilberitta-main_Full.jpg)



Kelly is a junior at NYU. She is moderately successful in her studies, but sometimes doesn't do so well because she is constantly trying to find a boyfriend. But she is slightly overweight, and she is still boyfriend-less. She decided to enroll in Weight Watchers to help her lose weight to become more attractive, and to also fit losing weight into her hectic lifestyle. "I'm at school all day, and sometimes at night. I can only get to eat fast food, but I want to eat better. I need some help, and I need it fast." Kelly does not have the patience to learn how to cook and prepare extravagant and healthy meals for herself.

When Kelly is not in school, she spends her time in "party mode" and attends as many parties as she can. Though she loves to be around people, she actually spends her time with the snacks and alcohol at the parties. She often thinks: "I go to parties and associate with all the cool people - but why don't I get any attention from the boys?" Kelly often spends her time daydreaming of her thinner self; she also wants to compete with the pretty girls on campus, which is the true reason why she has joined Weight Watchers. She has tried losing weight before by going to the gym and working out, but she didn't see any results, so she quit. "If people can lose 100 pounds on this program, then so should I," she says.

Nancy Stevens (photo from
<http://www.qctimes.com/content/articles/2008/04/13/news/local/doc480173e2605a8414948004.jpg>)



Nancy is a woman in her mid-thirties. She loves being at home with her family and kids. Her main role in the family is to help raise her children and take care of the housework that needs to get done. Her husband goes to work every day, and is the family's main breadwinner. She only really goes out of the house when necessary, unless there is an emergency or she needs to take her kids somewhere.

Nancy realizes her weight problems, and decides to enroll in Weight Watchers to make her lifestyle healthier. She starts her day when she wakes up with the kids, when she helps to get her children dressed and ready for the day. While preparing the kids for the day, she creates a full breakfast (i.e. eggs, bacon, sausage, pancakes, etc.) for the whole family. Once her husband is off to work, she takes care of the housework, while taking care of her children. Whenever she gets a break, she snacks on chips and chocolate, as this is a subconscious routine for her. Once these tasks are complete, she watches soap operas for the day, while surfing the Internet. She also snacks frequently during this time. When her husband comes home, she prepares a full 5 course meal for the whole family, consisting of mostly preprocessed foods. After dinner, she watches television for the whole night and still snacks, because "what's good television without snacks?"

Nancy wants to manage her weight better, as she realizes

she gets tired quickly from just walking around. She also wants to lose weight to be a model to her children. "My family needs me to lose the weight as a responsible parent, so I am going to show my family what it means to take care of oneself." Nancy also wants to defeat the hold snacks have on her and is eager to begin the fight against her habits.