



User Personas

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Prepared for MarcusHealth

Project Working Weight App

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Tom Hadley

Senior Associate, Corporate Law
BURNED PROFESSIONAL



“I've done the gym memberships, the meal prep, the 6am runs. None of it stuck, not because I stopped trying, but because none of it was built around what my days actually look like. I need something that works around a full calendar, not one that assumes I don't have one.”

Demographics

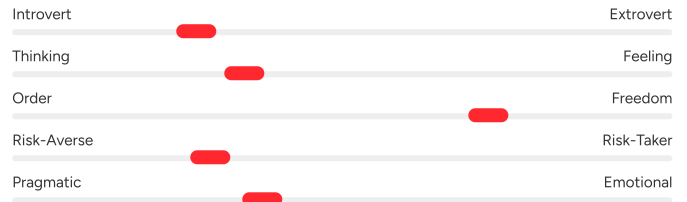
Age **38** · Status **Married** · Children **1** · Location **London, UK**

Social Influence Map



Scrolls LinkedIn during commutes and occasionally Instagram in the evening. Discovers products through posts that speak directly to his professional life, a reel or article that names his situation precisely is the only thing that stops him mid-scroll. Shares almost nothing publicly but will forward a link over WhatsApp to a colleague he thinks would relate.

Personality



Biography & Behaviour

Tom is a senior associate at a corporate law firm in the City, routinely billing ten-hour days and fielding calls well into the evening. He is high-performing, analytically rigorous, and used to solving problems, which makes it quietly embarrassing that this particular one has persisted. He has tried MyFitnessPal, Nike Training Club, two gym memberships, and a meal kit service. Each attempt followed the same arc: a good first week, a brutal deal that collapsed the routine, and a slow fade back to desk lunches and skipped sessions. He does not lack discipline in the rest of his life. He lacks a system that was designed for someone with his hours. He arrived at WorkingWeight via a LinkedIn post from Marcus that named his exact situation so precisely it felt slightly uncanny. He is interested but guarded, the page has to earn his trust before he will book anything.

External Pain Points

- Fitness products assume he has a free hour at 6am, a Sunday for meal prep, and a brain that isn't already maxed out by 9am.
- Every programme he has tried collapsed the moment a deal went late or a client escalated, no system accounted for that.
- Pricing is either hidden behind a call or contradictory, which signals to him that something is being concealed.
- He cannot find anyone like him, same job, same hours, same specific exhaustion, in any testimonial he has ever read.

Frustrations

- **Invisible to the industry:** Every mainstream fitness app was built for someone with a different kind of life. Tom has been made to feel that the problem is his discipline, when the real problem is that nothing was ever designed for his actual schedule.
- **Distrust earned by the category:** He has been sold to by enough inflated claims and unverifiable statistics that his default response to any new fitness product is scepticism. A single inconsistency confirms what he already suspects.
- **Confusing pricing:** As someone who reviews contracts for a living, contradictory pricing on a website is not a minor error, it is a red flag that something is either amateurish or deliberately evasive.
- **No human behind the product:** He is being asked to trust someone with his body and his time. If there is no visible person, no story, no face on the page, he has nothing to trust and nowhere to put his confidence.

Goals

- **Health that fits his actual week:** Tom does not want to overhaul his life. He wants to feel physically as sorted as he is professionally, using a system built around real weekdays rather than ideal ones.

- **Energy through the working day:** His priority is not a number on a scale, it is performing better in the afternoons, sleeping properly, and not arriving at Friday running on empty.
- **A coach he can verify:** He wants to find someone with a real story, real credentials, and real clients whose results he can assess the same way he would assess any other professional claim.
- **Something he can recommend:** If it works for him, he will tell colleagues. But he will only put his name behind something he is confident will stand up to scrutiny when someone else looks into it.

Avoidance Behaviours (What makes them disengage)

- Leaves any page that shows contradictory pricing without reading further.
- Dismisses testimonials that lack names, job titles, and specific outcomes.
- Ignores any CTA that reads like the start of a high-pressure sales process.
- Scrolls past stock photography of bodies, abs, or transformation imagery.
- Closes tabs that lead with inflated statistics or claims he cannot verify.

Emotional Triggers (What makes them act)

- Seeing his exact professional situation named in copy, the hours, the desk lunches, the late calls, creates an immediate and rare feeling of being understood.
- Reading a founder story that mirrors his own experience dismantles scepticism faster than any testimonial or result.
- A specific number attached to a real name and job title stops him mid-scroll in a way that aggregate statistics never do.
- Any implication that his previous failures were a matter of willpower or discipline rather than an absence of the right system triggers immediate disengagement.
- A strategy call framed as a genuine conversation rather than a commitment lowers the stakes enough for him to consider taking the next step.

What Success Looks Like

- **Recognised before he has to explain himself:** The page names his life so precisely in the first few seconds that he does not have to do the work of deciding whether this is relevant. It already is.
- **A real person he can believe in:** Marcus's face, name, and story are on the page before any claim or statistic. Tom finds someone he can research, relate to, and trust before he is asked to do anything.
- **Clarity before commitment:** He understands exactly what the programme involves, what it costs, and what the strategy call does and does not require, all before he has to speak to anyone.
- **Books the call without second-guessing:** He clicks the CTA feeling in control rather than processed. The next step feels like his decision, not a funnel he has been guided into.



Claire Osei

Marketing Director, Financial Services
SCEPTICAL ACHIEVER



“I've tried enough programmes that promised the world to know that the first thing I look for is a reason not to trust it. If I can't find the price, can't see a real person, and can't find someone like me in the results, I'm gone.”

Demographics

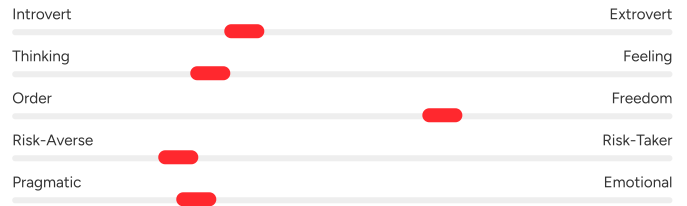
Age **38** · Status **Married** · Children **1** · Location **London, UK**

Social Influence Map



Finds coaching content through LinkedIn and Instagram, but researches thoroughly before acting, reads bios, checks credentials, and forwards links to trusted contacts via WhatsApp before committing to anything.

Personality



Biography & Behaviour

Claire runs marketing for a mid-sized financial services firm and is used to making high-stakes decisions with incomplete information. She applies the same analytical lens to personal purchases. She has tried MyFitnessPal, a gym membership she used twice, and a nutrition app that assumed she had Sunday afternoons free for meal prep. None of it stuck. Not because she lacked discipline, she runs a team, hits targets, and rarely misses a deadline, but because nothing was built around her actual week: early calls, client dinners, a toddler at home, and a brain that is already at capacity by Thursday evening. She arrived at WorkingWeight via a post from Marcus on LinkedIn that named her situation so precisely it felt uncomfortable. She is cautiously interested, but she will not book a call until she has seen a real price in GBP, a named client with a recognisable job, and a founder with a face.

External Pain Points

- Contradictory or hidden pricing that forces a sales call just to find out the cost
- No visible founder or coach, stock photography where a real person should be
- Testimonials without names, job titles, or specific outcomes she can evaluate
- Fitness products built around time and routines she does not have
- Claims that cannot be verified sitting next to ones that can, which makes her distrust all of them

Frustrations

- **Invisible humans:** She can make a strong case for any product internally, but only if she can first answer 'who is actually behind this?', and the page currently gives her nothing to work with.
- **Generic results:** Aggregate statistics and anonymous five-star reviews do not move her. She needs to see a named person with a real job title and a specific outcome before she considers the results credible.
- **Pricing confusion:** Two different numbers in two different currencies reads as either incompetence or deliberate obfuscation, either way, she closes the tab.
- **Fitness culture assumptions:** Programmes that assume she has a kitchen she can meal prep in, mornings she can train before 7am, or a brain that isn't already maxed out before 9am make her feel invisible in the very category she most needs help with.

Goals

- **Health that fits her actual week:** She wants to lose weight and feel better without restructuring her life, something that works around client dinners, unpredictable hours, and a toddler, not against them.

- **Parity between professional and physical:** She is high-performing in every area of her life except this one. She wants to close that gap without it becoming a second job.
- **Something she can recommend:** If it works for her, she will forward it to colleagues and raise it with her HR lead, but only once she is certain it will hold up to the same scrutiny she applied before booking.

Avoidance Behaviours (What makes them disengage)

- Will not book a strategy call if she suspects it is a high-pressure sales conversation
- Skips any page that leads with transformation imagery or before-and-after photos
- Does not share links she cannot stand behind professionally
- Ignores any claim she cannot verify, and loses trust in everything around it
- Avoids products that use urgency tactics such as 'limited spots' or countdown timers

Emotional Triggers (What makes them act)

- Seeing Marcus's story and recognising her own, the career, the hours, the failed attempts
- A named client with her kind of job and a specific, believable outcome
- A price stated clearly in GBP, without asterisks or hidden tiers
- Copy that addresses her as a professional first and someone trying to lose weight second
- The strategy call framed as a no-obligation conversation, not a commitment she cannot reverse

What Success Looks Like

- **Trust established before the scroll ends:** She sees Marcus's face and name above the fold, reads one paragraph of his story, and recognises enough of her own life in it to keep going rather than close the tab.
- **A booking made on her terms:** She books the strategy call because she already understands what the programme involves, what it costs, and who she is speaking to, not because she was pushed into it.
- **Something worth forwarding:** She sends the link to a colleague and her HR lead with confidence, because the page reflects the quality of the product behind it and will survive scrutiny from people she respects.



Raj Mehta

General Practitioner, NHS

EXHAUSTED EXPERT



“I know exactly what I should be doing, I tell patients the same thing every day. The problem is my rota doesn't care about that, and by Thursday I've got nothing left.”

Demographics

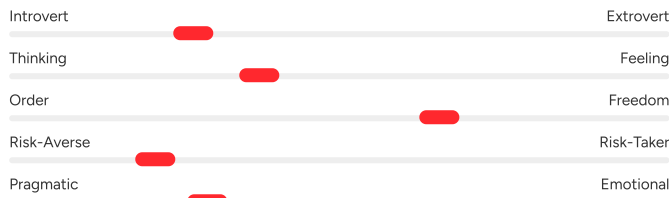
Age **38** · Status **Married** · Children **2** · Location **Leicester, UK**

Social Influence Map



Uses WhatsApp to share things with trusted colleagues rather than posting publicly. Occasionally scrolls LinkedIn during commutes and has encountered coaching content there. Does not post about personal health or fitness. Researches privately and thoroughly before making any decision.

Personality



Biography & Behaviour

Raj has been a GP for eleven years and is good at his job in a way that quietly costs him. He knows the clinical evidence on sleep, stress, and weight better than most. He also knows that he has gained roughly a stone a year for the past four years and that his own advice, when applied to his own life, keeps failing to stick. He tells himself he will sort it once the rota settles. It never settles. His wife has noticed. He has noticed. He is not someone who needs to be convinced that health matters, he is someone who needs to be shown that a system actually exists for a person whose working days look like his.

External Pain Points

- Irregular shift patterns mean no consistent window for exercise or meal preparation.
- Fitness apps and programmes assume a fixed weekly schedule he cannot reliably maintain.
- Eating happens when the day allows it, not when it should, usually at a desk, usually processed food from the canteen.
- The gap between what he advises patients and what he manages for himself creates a low-level professional dissonance he finds hard to ignore.

Frustrations

- Theory without fit:** He already understands the science. What every programme he has tried fails to account for is a Tuesday where his last appointment runs ninety minutes over and he has not eaten since 7am.
- Invisible in the market:** Every fitness product he encounters is built for someone with a predictable week. The NHS rota is not predictable. He has never once seen a coaching product acknowledge his kind of schedule.
- Guilt without progress:** He starts things with good intentions and drops them when work intervenes. The gap between the doctor who knows better and the person who still cannot make it work is a source of quiet shame.
- No one to adjust the plan:** Apps reset. Streaks punish absence. Nobody accounts for the week a patient died and he had three hours of sleep. He needs someone who adapts, not an algorithm that marks him red.

Goals

- Something that survives his rota:** A programme that adjusts when his week collapses rather than treating a missed session as a failure state.
- Closing the gap:** He wants to stop being the GP who gives advice he cannot follow himself. Not for vanity, for the quiet self-respect of practising what he preaches.

- Energy that carries through:** He wants to finish a Friday evening shift and still have something left for his family. Not performance, just presence.
- A coach who needs no explaining:** Someone who already understands what an on-call week looks like and does not need him to justify why he missed three check-ins.

Avoidance Behaviours (What makes them disengage)

- Will not book a strategy call if he suspects it is a sales conversation dressed as a consultation.
- Skips any page that leads with transformation photography or aggregate statistics he cannot verify.
- Dismisses fitness content that uses jargon he recognises as borrowed credibility, 'evidence-based protocols', 'optimised methodology'.
- Does not share or forward anything he cannot personally vouch for, reputation matters too much professionally.
- Avoids re-engaging with a product after a gap if the app makes the gap feel like a moral failing.

Emotional Triggers (What makes them act)

- Seeing a real person with a demanding, unpredictable job, not a nine-to-five, described in testimonials.
- A coach who acknowledges that willpower is not the problem, the system is.
- Any messaging that implies he lacks discipline, he has more discipline than most people he knows, deployed entirely at work.
- A price shown clearly without requiring a call to find out, opacity reads as something to be ashamed of.
- Being addressed as a professional first and a person with a weight problem second.

What Success Looks Like

- A plan that flexes:** He completes a difficult on-call week, tells Marcus, and receives an adjusted plan rather than a missed-session notification. He stays in the programme instead of quietly leaving it.
- Closing the personal gap:** Six months in, he no longer feels the dissonance between what he tells patients and how he lives. Not because he is perfect, but because he is finally consistent in a way his old life did not allow.
- Recommending without hesitation:** He forwards the WorkingWeight page to a colleague in the same position, not because he was asked to, but because it is the first thing he has tried that he would actually stake his name on.



Sarah Blenkin

Head of People, Scale-up Tech Firm
RESPONSIBLE GATEKEEPER



“I can see the team is running on empty, I just need to find something credible enough to put in front of the leadership team without it bouncing back on me. If I can't verify who's behind it and what it actually costs, I'm not forwarding it to anyone.”

Demographics

Age **38** · Status **Married** · Children **1** · Location **London, UK**

Social Influence Map



Researches primarily on LinkedIn, follows HR and people ops content, looks for peer recommendations in Slack communities and WhatsApp groups with other People leads. Rarely shares publicly but frequently forwards links directly to colleagues or drops them into internal Slack channels.

Personality



Biography & Behaviour

Sarah has been Head of People at a Series B tech firm for two years, managing a team of roughly 80 people who are technically well-compensated but visibly burnt out. She has budget to spend on staff wellbeing and is actively evaluating options, but every provider she's looked at either looks too consumer-facing to justify internally or too vague about pricing to bring to the CFO. She discovered WorkingWeight through a LinkedIn post from Marcus and immediately saw the potential fit, busy professionals, weight management without the wellness-lifestyle baggage, a real person behind it, but the current page made her hesitate. Contradictory pricing and no visible corporate offer meant she couldn't confidently forward it to her leadership team, so she bookmarked it and moved on.

External Pain Points

- No visible corporate or team pricing structure on the page, she cannot make the internal case without a number she can put in a proposal
- No named person or credentials above the fold, she cannot recommend a service to her team if she cannot verify who is delivering it
- Contradictory pricing in different currencies makes the product look unfinished, which reflects badly on her judgement if she forwards it
- No dedicated section addressing team or corporate enrolment, she has to mentally translate an individual coaching offer into something relevant for 80 people

Frustrations

- Looks like it wasn't made for her:** Every signal on the current page points to an individual consumer offer. There is nothing that acknowledges a buyer who is making a decision on behalf of a team, which forces her to do interpretive work the page should do for her.
- Can't justify the spend without clarity:** Her CFO will ask one question: what does this cost per head? Without a clear team pricing structure she has no answer, and she will not walk into that conversation without one.
- No one to verify:** She needs to be able to point to a real person with real credentials. A page with no visible founder, no photo, and no verifiable results is not something she can put her name to internally.

Goals

- Find something she can recommend with confidence:** She wants a product that looks polished and credible enough that forwarding it to her leadership team reflects well on her judgement, not badly.

- Make the internal case quickly:** She needs the page to do the selling for her, clear pricing, clear offer, real results from people in comparable roles, so she can write a two-paragraph proposal and move on.
- Address burnout before it becomes attrition:** She is watching good people run on empty and wants to invest in something that actually fits around demanding working schedules rather than adding to them.

Avoidance Behaviours (What makes them disengage)

- Will not forward a page with contradictory or missing pricing to her CFO or CEO under any circumstances
- Will not recommend a coaching service she cannot verify is run by a qualified, named individual
- Avoids anything that looks like a consumer wellness product, she needs the framing to feel professional enough to sit alongside other L&D and wellbeing investments
- Will not book a discovery call with a provider until she has enough information to pre-qualify them herself

Emotional Triggers (What makes them act)

- Seeing a named professional with a specific outcome from a comparable role, 'James, senior associate, lost 11kg in 14 weeks' makes the offer real in a way aggregate stats never do
- A dedicated corporate or team section that speaks directly to her role, being named as the buyer rather than having to imagine herself into an individual coaching offer
- Marcus's story mirroring the experience of people on her team, if she recognises her colleagues in his background, she trusts the product understands them
- Transparent pricing in GBP with no asterisks, the moment she can put a number in a proposal, the internal barrier drops significantly

What Success Looks Like

- A proposal she can send in ten minutes:** The page gives her everything she needs, who is behind it, what it costs for a team, what results look like for people in comparable roles, so she can forward it with a single paragraph of context and minimal pushback.
- Leadership approval without a fight:** The CFO sees a clear per-head cost, the CEO sees testimonials from people in similar organisations, and nobody asks her to justify why she chose this over a gym subsidy.
- Colleagues who actually use it:** The product fits around demanding schedules well enough that the people she enrolls stick with it, and come back to thank her for finding it rather than quietly dropping off after a fortnight.