

## SURPRISED SAM



**"I WANT TO FEEL NORMAL AGAIN."**

**Age:** 23

**Gender:** Male

**Occupation:** Grad Student

**Status:** In a relationship

**Location:** Madison, WI

## BIOGRAPHY

Sam is 23 years old and has just started his first year of grad school at UW-Madison. After visiting the student health center for what he thought were flu-like symptoms, he found out he actually has Type 1 diabetes. Between the stress of classes and his recent diagnosis he's been completely overwhelmed.

Sam doesn't know where to turn for advice, and he's struggling with adjusting his eating. His friends keep joking about his diabetes which is making him incredibly self-conscious. His girlfriend is trying to be helpful, but always leaves the room whenever he takes his blood sugar making him feel embarrassed. Additionally, his family lives in Iowa and he can't lean on them for support. He's actually the first in his family to have diabetes.

Sam's concerned that the stress of everything will overcome him and he'll end up having to withdraw from school.

## GOALS

- ★ Learn how to create an eating plan that works for his lifestyle
- ★ Understanding into what the insulin does
- ★ Learning how to interpret his blood sugar levels

## FRUSTRATIONS

- ❖ Doesn't feel supported by those around him
- ❖ A lot of information he encounters applies more to Type 2 diabetics
- ❖ Doesn't know what to do when he's hungry, but his blood sugar is high

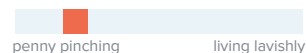
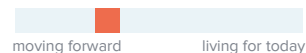
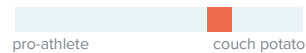
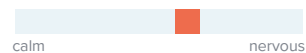
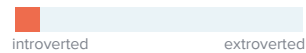
## NEEDS

- Quick reference guides for carbs
- Information on how to cook healthy on a budget
- Tips on how to prepare for bad scenarios

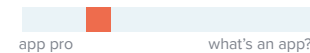
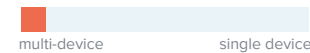
## BEHAVIORS

- Doesn't have a huge amount of time to plan between grad school and his part-time job
- Is up at odd hours of the day
- Keeps falling back on comfort food like pizza because of convenience

### I AM...



### TECH BEHAVIOR





## ANNOYED AUDREY

“I WANT MY BODY BACK”

**Age:** 45

**Gender:** Female

**Occupation:** Therapist

**Status:** Divorced, but dating

**Location:** Cedarburg, WI

## BIOGRAPHY

Audrey is 47 years old and is a marriage and family therapist. She was recently diagnosed with Type 2 diabetes after visiting the doctor for the extreme fatigue and thirst she had been experiencing. She’s been feeling very guilty about her diagnosis as this wasn’t something she was expecting.

Audrey has been trying to attack her diagnosis head on. She threw out all the ‘bad’ foods in her house and decided to enroll in some Zumba classes at the local gym. However, she’s been receiving push back from her friends describing her as ‘not fun anymore.’ She has yet to disclose her diagnosis to the man she’s been seeing. Luckily, her sister-in-law has been supportive as she was also diagnosed two years prior, and so have her children.

Audrey is nervous that what’s she’s doing won’t be enough and that she’ll never reclaim her body.

## GOALS

- ★ Prevent herself from having to go on harder medication
- ★ Regain ownership of her body
- ★ Understand how she go into this position

## FRUSTRATIONS

- ❖ Was told it was a possibility she was pre-diabetic for a number of years
- ❖ Falling into bad habits of just eating the same things over out of convenience
- ❖ Doesn’t know if the steps she’s taking are sustainable

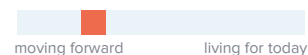
## NEEDS

- Up to date info
- Information on how foods affect diabetics
- Reference for a better doctor

## BEHAVIORS

- Like to plan and keep organized
- Devours information
- Tends to take people at their word, and is hesitant to question if something’s wrong

### I AM...



### TECH BEHAVIOR

