



Shelby

“The Spiritual”

Age: 41

Hometown: Orlando, FL

Motivations: spirituality, self-actualization, calm

Personality: outgoing, motherly, curious

Likely services: Reiki, Vibrational Sound Massage, Meditation for Couples

Goals:

- Explore spiritual solutions to her problems
- Learn about Reiki and other healing methods
- Find self-actualization through spirituality

Frustrations:

- Has trouble scheduling appointments quickly
- Most massage services she finds are generic by nature

Shelby is a mother of three who finds her life becoming stressful and is trying to explore methods to find calmness in her life. She has also begun to experience repetitive stress injuries through her lifestyle, including back pain, and solutions prescribed by her doctor have proven both expensive and ineffective. These issues have led her to explore Eastern philosophies of wellness, and she hopes to delve into such philosophies and solutions through Calm Bodies Wellness.



Richard

“The Retiree”

Age: 70

Hometown: Ithaca, NY

Motivations: enjoyment, romance, exploration

Personality: humorless, straightforward, taciturn

Likely services: Therapeutic Massage, Gong Therapy, Meditation for Couples

Goals:

- Schedule a massage therapy appointment with no obstacles
- Find options for couples
- Needs to find quick appointments without too much time dedicated to each

Frustrations:

- Usually finds it hard to schedule appointments online
- Often confused by descriptions of various methodologies
- Might be unsure of what's best for him and his wife

Richard is a former CFO who often had to travel for work, and the stress of his career has taken its toll on him. Thankfully, in retirement, he has finally been able to slow down and enjoy life. However, he still wants to head out and see the world, albeit on his more leisurely terms. Not only does he need some kind of physical therapy to abate his everyday aches and pains of age, but he has also begun to get in touch with spirituality. He especially wants to deepen his bond with his wife in his golden years.



Iris

“The Intern”

Age: 21

Hometown: Tampa, FL

Motivations: friendship, fear, financial stability

Personality: friendly, easily stressed, shy

Likely services: Head/Hands/Feet Massage, Therapeutic Massage

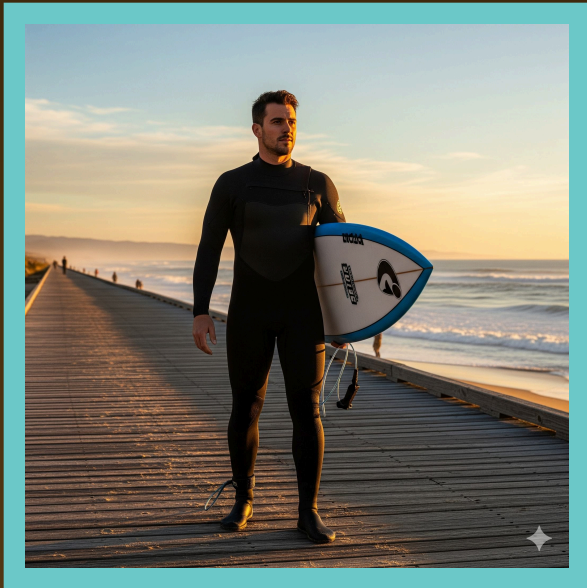
Goals:

- Utilize regular therapy appointments for everyday stress
- Relieve pain from repetitive stress injuries
- Save money via cheap services

Frustrations:

- Finds herself with little help in finding sincere services to help her de-stress
- Often finds it challenging to schedule multiple services in advance.

Iris attends university in the area. She finds herself sitting at her desk for long periods, and she often gets repetitive stress injuries from her internships, not to mention mental stress from her classes. She discovered the Calm Bodies Wellness service through an advertisement in a yoga class. Just like with the yoga class, she wants to utilize the therapeutic services offered by CBW regularly, scheduling appointments every month.



Amos

“The Athlete”

Age: 28

Hometown: Wilmington, NC

Motivations: fun, adventure, spirituality, danger

Personality: extrovert, talkative, easygoing

Likely services: SweThai Massage, Sound Healing Alchemy, Reiki

Goals:

- Relieve sports injuries via therapeutic massage
- Explore meditation methods to reduce mental stress
- Schedule appointments quickly and easily

Frustrations:

- Often has trouble finding effective relief for sports injuries that don't involve pain medications
- Easily forgets the various types of massage

Amos is a local professional surfer and champion windsurfer who seeks to find his “inner chill.” Unfortunately, his quest is hampered by the occasional injury, and he wants to explore alternative healing methods for any injuries that don't necessitate surgery. He has discovered Calm Bodies Wellness through social media, and he is interested in massage to heal his physical stress and meditation to help find more mental zen. However, he doesn't know what services are best for him.