



EvoFit App

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User Persona





Eric

"I know I need to prioritize my health, but finding the time and motivation to exercise consistently is a challenge."

Eric

Age: 37

Eric is a dedicated software engineer working at a tech startup in San Francisco. He leads a sedentary lifestyle due to the demands of his job, often spending long hours in front of his computer. However, Eric is aware of the importance of staying active and maintaining his health. He's been wanting to incorporate regular exercise into his routine to counterbalance his sedentary work life.

Occupation: Software Engineer

Goals

- To establish a consistent fitness routine that fits around his demanding work schedule.
- To improve overall health and fitness levels, including strength and flexibility.
- To reduce stress and improve mental well-being through regular exercise.

Insights

- Users like Eric appreciate fitness solutions that offer flexibility to accommodate busy schedules.
- Providing guidance and structure can help users like Eric navigate the overwhelming array of fitness options.
- Incorporating motivational features and accountability tools can assist in maintaining consistency in their fitness routines.

Motivations

Health



Self Improvement



Community Support



Frustrations

- Struggles to find time for exercise amidst his busy work schedule.
- Feels overwhelmed by the multitude of fitness options and unsure where to start.
- Frustrated by the lack of motivation and accountability to stick to a consistent workout routine.

Emma

Age: 29

Emma is a passionate yoga instructor and freelance writer living in London. She leads an active lifestyle, regularly practicing yoga and meditation to maintain her physical and mental well-being. Emma is deeply committed to holistic health and enjoys exploring different wellness practices to enhance her overall lifestyle. She is always on the lookout for innovative tools and resources to support her wellness journey.

Goals

To deepen her yoga practice and explore complementary wellness activities.

To find balance between her freelance writing career and personal wellness pursuits.

To cultivate a supportive community of like-minded individuals passionate about holistic health.

Frustrations

- Difficulty managing time between her freelance writing projects and personal wellness activities.
- Occasionally feels isolated in her wellness journey and craves community connection.
- Struggles with information overload and sorting through conflicting advice in the wellness space.

Occupation: Yoga Instructor & Freelance Writer

Motivations

Health



Self Improvement

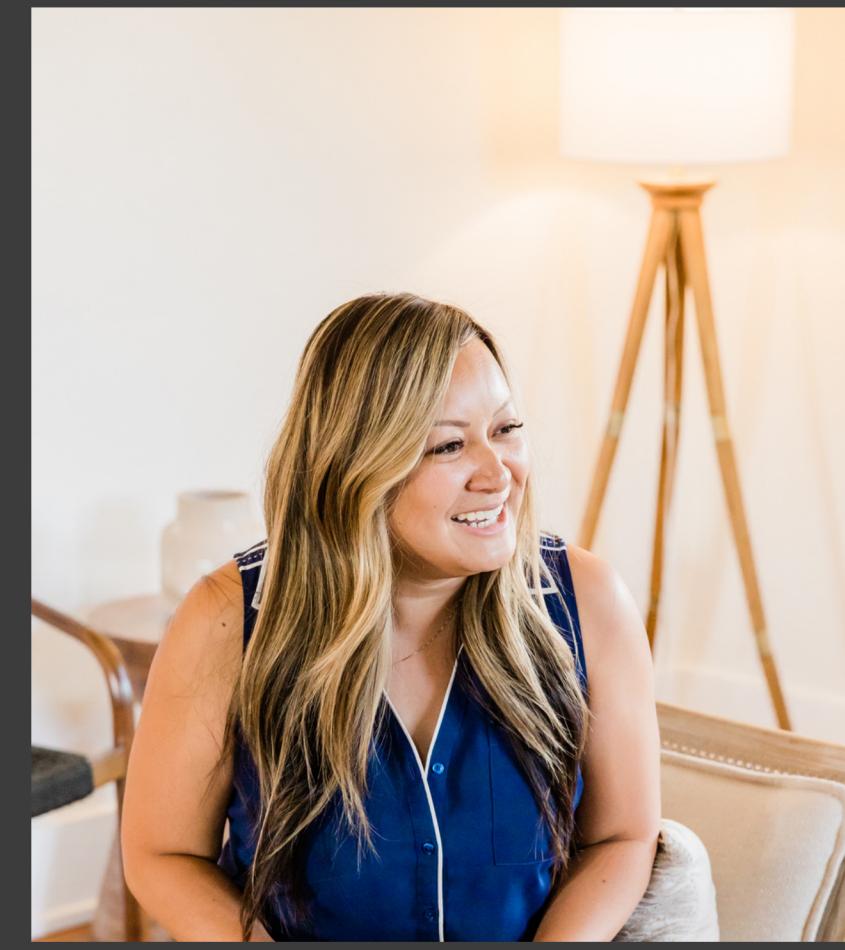


Community Support

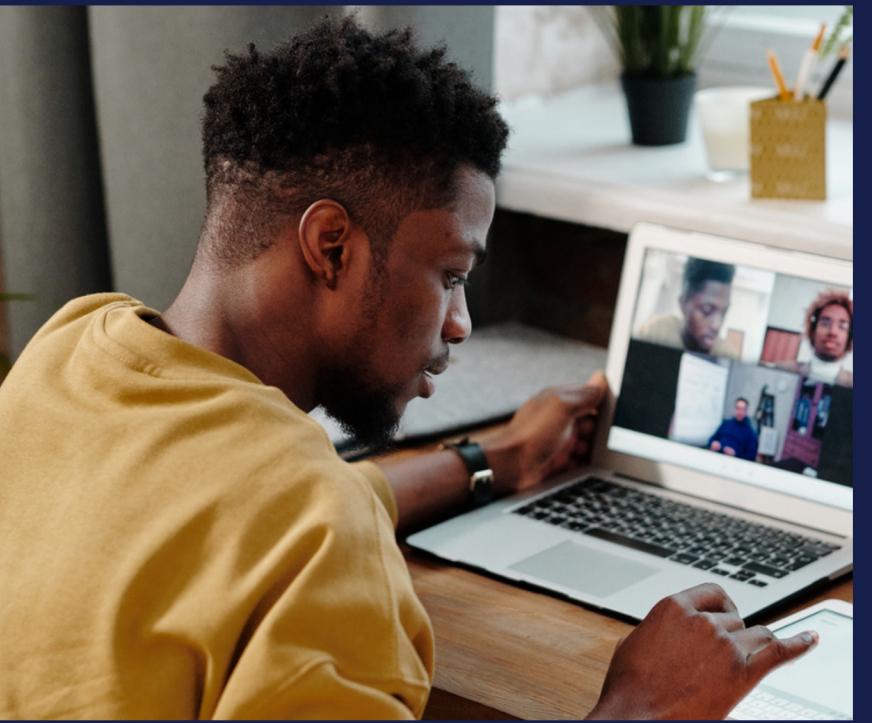


Insights

- Users like Emma appreciate platforms that offer a sense of community and connection with others on similar wellness journeys.
- Providing curated content and resources aligned with holistic health principles can resonate with users seeking a comprehensive approach to wellness.
- Offering tools for time management and prioritization can support users in balancing their wellness pursuits with other commitments.



"I believe in the power of holistic wellness to transform lives, but finding the right balance can be challenging in today's fast-paced world."



Ryan

"Balancing college life can be tough, but I know staying active is important for both my physical and mental well-being."

Ryan

Age: 21

Ryan is a young and ambitious college student studying computer science at a university in California. He leads a busy lifestyle balancing his coursework, part-time job, and extracurricular activities. Despite his hectic schedule, Ryan recognizes the importance of maintaining his health and staying active. He enjoys playing intramural sports with friends and occasionally hits the gym to stay fit.

Occupation: College Student

Goals

- To incorporate regular exercise and healthy habits into his busy college schedule.
- To improve his physical fitness and stamina for sports and recreational activities.
- To manage stress and enhance mental well-being through exercise and healthy lifestyle choices.

Insights

- Users like Ryan value fitness solutions that offer flexibility to accommodate their busy college schedules.
- Providing motivation and support features can help students like Ryan stay consistent with their fitness goals despite academic pressures.
- Incorporating gamification elements and social features can enhance the appeal of fitness apps for young users like Ryan.

Motivations

Health



Self Improvement



Community Support



Frustrations

- Struggles to find time for exercise amidst his demanding college workload and extracurricular commitments.
- Feels overwhelmed by the pressure to excel academically and often neglects his own well-being.
- Finds it challenging to stay motivated and consistent with his workout routine without proper guidance and support.