



Name

Fabian Levy

Age

23 years old

Occupation

Web developer

Hobbies

Rock climbing, board games.

“
**Don't stop when you
are tired. Stop when
you are done.**

quote by David Goggins.

”

Profile

Fabian's lifestyle is quite active. He works out three times a week. His fitness routine is a healthy mix of strength-training and cardio. Apart from fitness, his priority is a healthy and balanced diet. He has some sort of a meal plan, but he is quite flexible with it.

He prefers to do shopping online because it is convenient and less time-consuming, as he can do it whenever it suits him.

Personality

He is independent, curious and passionate. When he is caught up in something exciting and interesting, he can leave everything else behind.

Goals

- Get clear overview of nutritional information for his meals;
- Set diet goals;
- Track progress and meet deadlines.

Challenge

Build muscle mass and gain weight.

Frustrations and concerns

- It is not easy to make informed decisions as you need to crunch a lot of numbers: calories intake, macronutrients ratio, nutritional value.
- It takes time to achieve significant results and sticking to a healthy lifestyle plan.
- There is a lot of conflicting information about what food he should eat or avoid. This makes him doubt the choices he makes.

Motivation

He aspires to achieve a good physique through exercise and wants to challenge himself with a marathon scheduled for next year.

source: <https://ilyakalinkin.com/user-persona-template/>