

Trainee

Demographics

NAME: Sabrine Taamallah

Age: 18-38

Social Status: divorced,
broken-up/ has a steady
income.

Address: Mourouj



Personality & Profile

Personality: Active, hard-working, motivated, sociable, stressed, cares about her appearance and health.

Profile: She likes to have a routine, looking to get fit, influenced by media and trends.

Goal/ problems solved by the product:

Be able to communicate with a coach, make online payments within a secure environment. Get a diet plan and a customized workout routine according to your needs and preferences.

Product Usage:

Uses the website to find a suitable coach and to keep track of her workout plan. She checks and buys her fitness products through the website. She checks her diet plan given by her coach. And she is able to make secure payments to her coach through the application. Can be connected to your social media.

COACH

Demographics

First Name: Ahmed
Last Name: Zarrouk
Age: 18-38
Social status: single,
freelancer
Address: Tunis



Personality & Profile:

Personality: good humor, sociable, athletic, disciplined, creative, flexible, work-driven.

Profile: has a professional certification in physical education, very organize, passionate about working out, a good mentor and have good communication skills, he has a vast knowledge about diets and nutrition.

Goal/ problems solved:

Find clients, make online courses, secure payments, be more organized.

Product usage:

Find a safe interface to get in touch with clients. Have a platform with an organized schedule. Get safe and secure payments with no problems. be able to build a good reputation.