Canvas #04

Designed by: Mark Spencer, VP Marketing Gym Sports
Date: May 15

Sustomer needs analysis	ate: <i>May 15</i> _
What resource do they need to	What do they try to deliver?
perform their task? Motivation	A fit body
Budget to pay the membership	A healthy condition
Walk to the gym	
What frustrations do the Crowded place	ney experience?
Anonymous environm	nent
Lack of motivation Not sure price and e	efforts are worth it
Lack of time Vanishing motivation	Better physiological performances (stronger
	cardio, smaller waist size, bigger muscles,) Better sport performance (running a longer distance, lifting more weights)
What constraints do they face? (time? budget? distance? legal? etc.)	What KPIs to measure success?

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