Paula - Busy Mom

Xtensio

`Busy` `Mom` `Professional` `Sedentary`

Goals

- Increase results from exercise.
- Retire happy and healthy.
- Set a good example for her children.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

Single with two kids, Paula is a busy adult that works full-time and tries to maintain a healthy lifestyle by going to the gym at least once a month.

"Thought must be put into everything developed - otherwise it is not worth developing"

Age: 39
Work: Database Manager
Family: Single, 2 kids
Location: St. Peters, MO
Character: Introvert

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Jeff - Professional Student

Xtensio

| Professional | Student |

Goals

- To compete in the CrossFit games.
- To continuously improve his personal record.
- Graduate from grad school.

Frustrations

- The inconvenience of over-populated fitness trackers.
- Forgetting to track fitness data.
- Time is limited and causes problems.

"Thought must be put into everything developed - otherwise it is not worth developing"

Bio

Jeff works full time, many times late. He visits the gym three times a week and does cardio twice on the weekend. He is a part-time grad student and struggles with managing time.

Age: 29
Work: Project Manager
Family: No kids
Location: Kansas City, MO
Character: Extrovert

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Oscar - Cross-Fit Head Coach

Business Owner   Weightlifter   Newlywed

"If you're capable of sending a legible text message between sets, you probably aren't working hard enough." - Dave Tate

Age: 24
Work: Business Owner
Family: Wife
Location: Cheyenne, Wy
Character: Extrovert

Goals

- Eating only healthy foods
- Have the #1 Cross-Fit box in the state of Wyoming
- Become a trainer for Hollywood stars.

Frustrations

- Wearing clothes
- Time is limited and causes problems.

Bio

Oscar owns a top ranking Cross-Fit box in Cheyenne, Wy. He hopes to rank #1 soon. He is a newly married to his high school sweetheart. He strives for total fitness and competes in all of the local games as well as the national games.

Motivation

Incentive
Fear
Growth
Power
Social

Preferred Channels

Traditional Ads
Online & Social Media

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Figure 1- Persona relevant to the Stretch Features