

User Profile

1. Fill Out User Persona Card(s)

Benji Leo

Age: 32
Occupation: SECRET
Location: CAPE
Education: PHD INTEGRATED
Status: EX-MARINE

Bio

"Fortunate to keep myself fit even during the pandemic. Personal Trainer. Strength and Conditioning Expert. National Academy of Sports Medicine"

Personality

Introvert ————— Extrovert
Unfit ————— Fit
Busy ————— Time rich
Weak ————— Strong
Slow ————— Quick

2. More about this persona

Interests

- Sports
- Healthy Diet
- Swimming Pools

Influences

- Fellow Jocks
- Protein Shakes
- Bulking Season

Goals

- Get Ripped
- Manage Cholestrol
- Slowdown Hairloss

Needs & Expectations

- Setting Plans for Regular Routins
- Customizable Workouts w Sports

Motivations

- Soon Approaching Wedding
- Fiancé

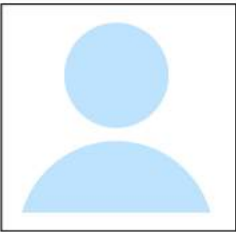
Pain Points / Frustrations

- Major Breaks in Workouts
- Not Tracking Performance
- Unrestricted Diet



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Matthew Jon

Age: 21
Occupation: FOOD BLOGGER
Location: VANCOUVER
Education: CULINARY SCHOOL
Status: MICHELIN CHEF maybe

Bio

"Fitness is a Fear. Some people like going to the pub. Others enjoy going to the gym. I am 'some people.'"

Personality

Introvert ————— Extrovert
Unfit ————— Fit
Busy ————— Time rich
Weak ————— Strong
Slow ————— Quick

2. More about this persona

Interests

- Binging
- My favourite machine in the gym is the T.V.

Influences

- Women and Men in Sports
- Marathons (not the running kind)

Goals

- Lose Weight
- Gain Muscle
- Vancouver to Toronto by foot

Needs & Expectations

- Fitness Instructor
- App Reminders

Motivations

- Improve blood flow regulation
- Feel better by looking better


Pain Points / Frustrations

- Motivation (lack of)
- Laziness
- Soda



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Charlie Holme

Age: 28
Occupation: ADMIN
Location: GLOBAL
Education: MASTER
Status: PREMIUM

Bio

"Tech-Support. Premium Subscription Automatic"

Personality

Introvert

Extrovert

Unfit

Fit

Busy

Time rich

Weak

Strong

Slow

Quick

2. More about this persona

Interests

- Data Analysis
- Premium Insights powered by A.I.

Influences

- Best Practices
- Health Advice

Goals

- Fix Bugs
- Improve Voice Bot

Needs & Expectations

- Live Scheduling
- Progress Tracking Capabilities

Motivations

- Limit Screen Time
- Widgets are pretty fun interactives for a gym

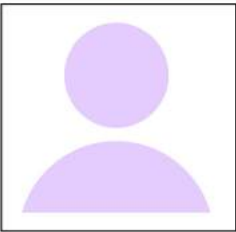
Pain Points / Frustrations

- Bugs
- Data Leaks



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Kammy Zoe

Age: 20
Occupation: STUDENT
Location: BOS
Education: UNDERGRADUATE
Status: FREE

Bio

"Basic Features. Just on to see what is what, and we'll take it from there!"

Personality

Introvert

Extrovert

Unfit

Fit

Busy

Time rich

Weak

Strong

Slow

Quick

2. More about this persona

Interests

- I Don't Know

Influences

- Googling Top 10 workouts while actually in the gym
- Immitating other people's form

Goals

- Look Fit
- Brag about Fitness

Needs & Expectations

- Options, Options and more Options to Workout
- Zumba, Yoga etc

Motivations

- Watching reality TV
- YouTube probably


Pain Points / Frustrations

- App based subscriptions are annoying
- I don't care about personal tracking



User Profile

1. Fill Out User Persona Card(s)



Bryan Mars

Age: 26
Occupation: IT OPS
Location: REMOTE OBV
Education: BACHELOR
Status: DITTO

Bio

"Whatsup! Terribly underweight even with an impossibly voracious appetite. Regular coastal diet with routine carbs, yet skinny like a twig! I.T. life has consumed me, so here I am."

Personality

Introvert ————— Extrovert
Unfit ————— Fit
Busy ————— Time rich
Weak ————— Strong
Slow ————— Quick

2. More about this persona

Interests

- Gym APPAREL
- Fellow Fitness Enthusiasts
- Shadow boxing on the punching bag to judge my level of inability

Influences

- TIKTOK WORKOUT HACKS
- GOLD STANDARD

Goals

- + 10 kg by end of year
- Able to last hikes
- Intramurals is as far as I'm willing to go

Needs & Expectations

- LEGIT workout regime
- Quick Sessions for my ever busy I.T. lifestyle

Motivations

- Need to be fit in my 30s too
- Change 6 pack lifestyle to abs, not beers

Pain Points / Frustrations

- Fitness Campers hogging equipment
- Alternating reps is impossible


#3373

User :
Expert
aka Capt
Fitness



User Profile

1. Fill Out User Persona Card(s)



Abby Seeb

Age: 23
Occupation: RISING 4TH YR
Location: LA
Education: DOUBLE MAJOR
Status: WAY too ACTIVE

Bio
"Hustle for that Muscle! Weights before Dates. Outlift Me, I Dare You!!! I will never break up with my gym. We just seem to workout."

Personality

Introvert ————— Extrovert

Unfit ————— Fit

Busy ————— Time rich

Weak ————— Strong

Slow ————— Quick

2. More about this persona

Interests

- Setting PRs
- Squattracks
- Calisthenics

Influences

- Workout Partners
- Pre-Workout Nutrition
- Post-Workout Effectiveness

Goals

- Get Toned
- Cut Carbs
- Cut Sugars

Needs & Expectations

- Quick Scheduling
- Fitness Bots for Assistance

Motivations

- Aspiring acting career requires dedication
- Ultimate healthy and active lifestyle

Pain Points / Frustrations

- Minor injuries through inconsistencies
- Crowding around machines leading to performance anxiety