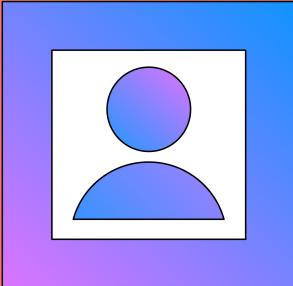


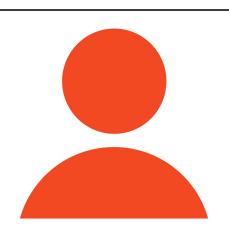
#5621

User : Frequent aka Gym Rodent



User Profile

1. Fill Out User Persona Card(s)

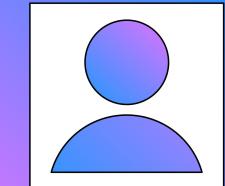
 <p>Benji Leo</p> <p>Age: 32 Occupation: SECRET Location: CAPE Education: PHD INTEGRATED Status: EX-MARINE</p>	<p>Bio "Fortunate to keep myself fit even during the pandemic. Personal Trainer. Strength and Conditioning Expert. National Academy of Sports Medicine"</p>	<p>Personality</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Introvert</td> <td style="width: 60%; text-align: center;"><hr/></td> <td style="width: 20%; text-align: right;">Extrovert</td> </tr> <tr> <td>Unfit</td> <td style="text-align: center;"><hr/></td> <td style="text-align: right;">Fit</td> </tr> <tr> <td>Busy</td> <td style="text-align: center;"><hr/></td> <td style="text-align: right;">Time rich</td> </tr> <tr> <td>Weak</td> <td style="text-align: center;"><hr/></td> <td style="text-align: right;">Strong</td> </tr> <tr> <td>Slow</td> <td style="text-align: center;"><hr/></td> <td style="text-align: right;">Quick</td> </tr> </table>	Introvert	<hr/>	Extrovert	Unfit	<hr/>	Fit	Busy	<hr/>	Time rich	Weak	<hr/>	Strong	Slow	<hr/>	Quick
Introvert	<hr/>	Extrovert															
Unfit	<hr/>	Fit															
Busy	<hr/>	Time rich															
Weak	<hr/>	Strong															
Slow	<hr/>	Quick															

2. More about this persona

<p>Interests</p> <ul style="list-style-type: none"> • Sports • Healthy Diet • Swimming Pools 	<p>Influences</p> <ul style="list-style-type: none"> • Fellow Jocks • Protein Shakes • Bulking Season 	<p>Goals</p> <ul style="list-style-type: none"> • Get Ripped • Manage Cholesterol • Slowdown Hairloss
<p>Needs & Expectations</p> <ul style="list-style-type: none"> • Setting Plans for Regular Routines • Customizable Workouts w Sports 	<p>Motivations</p> <ul style="list-style-type: none"> • Soon Approaching Wedding • Fiancé 	<p>Pain Points / Frustrations</p> <ul style="list-style-type: none"> • Major Breaks in Workouts • Not Tracking Performance • Unrestricted Diet

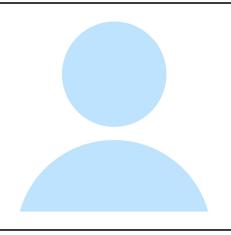
#5629

User : Sporadic aka Not Today



User Profile

1. Fill Out User Persona Card(s)

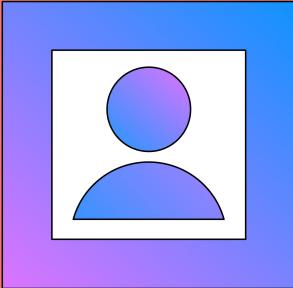
 <p>Matthew Jon</p> <p>Age: 21 Occupation: FOOD BLOGGER Location: VANCOUVER Education: CULINARY SCHOOL Status: MICHELIN CHEF maybe</p>	<p>Bio</p> <p>"Fitness is a Fear. Some people like going to the pub. Others enjoy going to the gym. I am 'some people'."</p>	<p>Personality</p> <p>Introvert ————— Extrovert</p> <p>Unfit ————— Fit</p> <p>Busy ————— Time rich</p> <p>Weak ————— Strong</p> <p>Slow ————— Quick</p>
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2. More about this persona

<p>Interests</p> <ul style="list-style-type: none"> • Binging • My favourite machine in the gym is the T.V. 	<p>Influences</p> <ul style="list-style-type: none"> • Women and Men in Sports • Marathons (not the running kind) 	<p>Goals</p> <ul style="list-style-type: none"> • Lose Weight • Gain Muscle • Vancouver to Toronto by foot
<p>Needs & Expectations</p> <ul style="list-style-type: none"> • Fitness Instructor • App Reminders 	<p>Motivations</p> <ul style="list-style-type: none"> • Improve blood flow regulation • Feel better by looking better 	<p>Pain Points / Frustrations</p> <ul style="list-style-type: none"> • Motivation (lack of) • Laziness • Soda

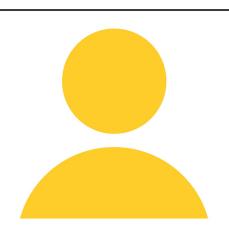
#7152

User : Compul- sory aka Admin



User Profile

1. Fill Out User Persona Card(s)

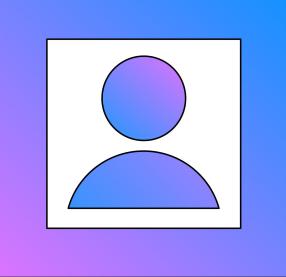
 <p>Charlie Holmes</p> <p>Age: 28 Occupation: ADMIN Location: GLOBAL Education: MASTER Status: PREMIUM</p>	<p>Bio "Tech-Support. Premium Subscription Automatic"</p>	<p>Personality</p> <table> <tr> <td>Introvert</td> <td>Extrovert</td> </tr> <tr> <td>Unfit</td> <td>Fit</td> </tr> <tr> <td>Busy</td> <td>Time rich</td> </tr> <tr> <td>Weak</td> <td>Strong</td> </tr> <tr> <td>Slow</td> <td>Quick</td> </tr> </table>	Introvert	Extrovert	Unfit	Fit	Busy	Time rich	Weak	Strong	Slow	Quick
Introvert	Extrovert											
Unfit	Fit											
Busy	Time rich											
Weak	Strong											
Slow	Quick											

2. More about this persona

<p>Interests</p> <ul style="list-style-type: none"> • Data Analysis • Premium Insights powered by A.I. 	<p>Influences</p> <ul style="list-style-type: none"> • Best Practices • Health Advice 	<p>Goals</p> <ul style="list-style-type: none"> • Fix Bugs • Improve Voice Bot
<p>Needs & Expectations</p> <ul style="list-style-type: none"> • Live Scheduling • Progress Tracking Capabilities 	<p>Motivations</p> <ul style="list-style-type: none"> • Limit Screen Time • Widgets are pretty fun interactives for a gym 	<p>Pain Points / Frustrations</p> <ul style="list-style-type: none"> • Bugs • Data Leaks

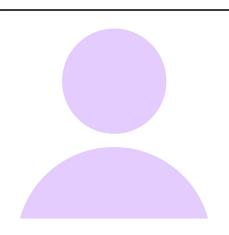
#7150

User : Optional aka Free



User Profile

1. Fill Out User Persona Card(s)

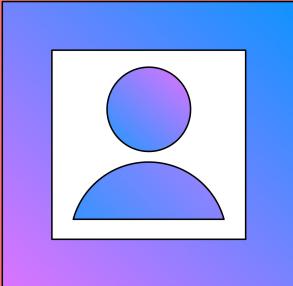
 <p>Kammy Zoe</p> <p>Age: 20 Occupation: STUDENT Location: BOS Education: UNDERGRADUATE Status: FREE</p>	<p>Bio</p> <p>"Basic Features. Just on to see what is what, and we'll take it from there!"</p>	<p>Personality</p> <table> <tr> <td>Introvert</td> <td>Extrovert</td> </tr> <tr> <td>Unfit</td> <td>Fit</td> </tr> <tr> <td>Busy</td> <td>Time rich</td> </tr> <tr> <td>Weak</td> <td>Strong</td> </tr> <tr> <td>Slow</td> <td>Quick</td> </tr> </table>	Introvert	Extrovert	Unfit	Fit	Busy	Time rich	Weak	Strong	Slow	Quick
Introvert	Extrovert											
Unfit	Fit											
Busy	Time rich											
Weak	Strong											
Slow	Quick											

2. More about this persona

<p>Interests</p> <ul style="list-style-type: none"> I Don't Know 	<p>Influences</p> <ul style="list-style-type: none"> Googling Top 10 workouts while actually in the gym Immitating other people's form 	<p>Goals</p> <ul style="list-style-type: none"> Look Fit Brag about Fitness
<p>Needs & Expectations</p> <ul style="list-style-type: none"> Options, Options and more Options to Workout Zumba, Yoga etc 	<p>Motivations</p> <ul style="list-style-type: none"> Watching reality TV YouTube probably 	<p>Pain Points / Frustrations</p> <ul style="list-style-type: none"> App based subscriptions are annoying I don't care about personal tracking

#3371

User : Novice aka Noob



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
<input type="checkbox"/>	
Unfit	Fit
<input type="checkbox"/>	
Busy	Time rich
<input type="checkbox"/>	
Weak	Strong
<input type="checkbox"/>	
Slow	Quick
<input type="checkbox"/>	

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

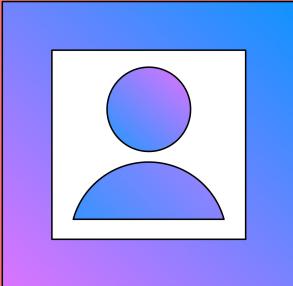
- Need to be fit in my 30s too
- Change 6 pack lifestyle to abs, not beers

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
- Squatracks
- 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