

## Persona: Robert Mitchell



Robert Mitchell (male) is a 70-year-old retired college professor residing in Orlando, Florida. As he enjoys his golden years at home, Robert has reached a point in life where maintaining and promoting physical health is a top priority. He is motivated by the desire to remain active and healthy as he navigates the challenges of aging. Although he has the support of two adult children and four grandchildren, Robert values his independence and seeks solutions that align with his lifestyle, allowing him to stay physically fit without compromising his personal freedom.

An avid sports enthusiast, Robert enjoys staying physically active and is eager to find alternatives to conventional workouts

involving personal trainers or gym sessions. He recognizes that variety in his fitness routine will help maintain his motivation and allow him to explore activities that match his physical capabilities and personal interests. Whether through walking, swimming, or trying new recreational sports, Robert is open to exploring a wide range of options to maintain and improve his fitness.

In line with his desire for convenience, Robert prefers using a mobile app to guide his fitness journey. He appreciates the flexibility that technology provides, allowing him access to expert guidance without the constraints of scheduling in-person sessions. While Robert is reasonably tech-savvy, he values simplicity and ease of use in any app he adopts. He seeks a user-friendly, intuitive app that offers safe and effective exercise routines, tailored to his age and fitness goals. Additionally, the app must address his concerns about maintaining energy levels and avoiding injuries, helping him overcome the initial hesitation of starting a new fitness regimen later in life.

**Personality:** Robert is pragmatic and disciplined, with a strong commitment to lifelong learning. His academic background as a college professor has fostered a thoughtful and inquisitive nature, always eager to learn and understand new concepts before adopting them. While confident in many areas, Robert feels a bit unsure about fitness, as it presents a new challenge. Simplicity, convenience, and variety are essential elements for Robert as he engages in this new chapter of his health journey, helping him stay motivated and consistent in his efforts.

**Skills:** Robert is moderately proficient with technology, especially when it comes to smartphones and tablets. He comfortably navigates mobile apps and digital tools, provided they are intuitive and easy to use. His academic career has equipped him with strong critical thinking

skills, enabling him to process complex information. However, when it comes to fitness routines, Robert appreciates when the instructions are clear and tasks are broken down into manageable steps that make it easier for him to follow.

**Environment:** Robert lives in a quiet, suburban neighborhood in Orlando, Florida, where he enjoys the outdoors and the warm climate. His daily routine is flexible and often revolves around family gatherings, reading, and hobbies that keep him engaged. He prefers easily accessible activities such as walks in nearby parks, casual games of low-impact sports with friends, or solo activities that keep him active and connected to nature. However, when the weather is extreme, Robert appreciates having the option to engage in indoor activities through mobile apps, ensuring he stays active year-round.

**Motivations:** Robert is driven by the desire to maintain his independence and remain healthy for as long as possible. His fitness goals are centered on enhancing his overall well-being so that he can continue to enjoy life with his family, especially his grandchildren. Variety and enjoyment are key elements in his approach to fitness, as he believes a diverse and enjoyable routine will help him remain committed to his goals. While the idea of starting a new fitness regimen at his age can be intimidating, Robert is seeking solutions that provide safety, ease of use, and personalized guidance, ensuring he can confidently embark on his fitness journey without unnecessary stress or complications.

## Persona: Sarah Dana



Sarah Dana (female) is a 19-year-old second-year university student living in a one-person dormitory on campus. Throughout her academic career, Sarah has consistently achieved excellent grades, demonstrating her ability to stay on top of schoolwork and deadlines. Highly organized and dedicated, Sarah approaches all her endeavors with maximum effort. In her spare time, she enjoys playing video games, applying for internships, and working on extracurricular projects. Recently, however, Sarah has become motivated to spend part of her free time improving her

physical fitness.

Having no prior gym experience outside of high school physical education classes, Sarah is unfamiliar with training specific muscle groups, structuring a proper workout routine, or using gym equipment. While eager to start exercising, she feels anxious and overwhelmed by the many things she needs to learn, such as which exercises to perform, how much weight to lift, and how to avoid injuries. Without friends who are experienced in fitness, Sarah feels lost and is in search of guidance.

Sarah seeks a tool, like a mobile app, that can address her concerns and provide clear, step-by-step instructions for beginners. Ideally, this tool would offer guidance on the basics of fitness, track her progress, and provide personalized adjustments as she gains experience. Her primary motivation is to improve her fitness, believing that this will help her achieve broader personal goals outside of academics. As she progresses beyond the beginner stage, Sarah wants to understand how to adjust her workout routine according to her growing confidence and experience.

**Personality:** Sarah is disciplined, goal-oriented, and thrives in structured environments. While confident in her academic abilities, she feels uncertain when it comes to fitness, as it is a new and intimidating challenge. She values simplicity and clear instructions, preferring digital platforms that break down complex tasks into manageable steps.

**Skills:** Sarah is moderately proficient with technology, primarily using apps and tools for academic purposes. She is comfortable with digital platforms but appreciates user-friendly interfaces that provide straightforward guidance.

**Environment:** Sarah lives in a university dormitory with limited space but easy access to the campus gym. Her daily routine is packed with academic commitments, but she is seeking ways

to integrate fitness into her schedule. Sarah enjoys the convenience of on-campus facilities and the flexibility of choosing when to work out, balancing it with her academic and personal projects.

**Motivations:** Sarah is driven by the desire to improve her overall fitness and believes that achieving her fitness goals will enhance her sense of balance and well-being in other areas of life. She is looking for a solution that offers beginner-friendly guidance and evolves with her as she becomes more confident, helping her stay motivated and consistent in her fitness journey.