

PERSONA 1



Age: 28
Occupation: Marketing Manager
Location: Kings Norton,
Birmingham, U.K.

Michael James

BIO

A marketing savvy with great passion for fitness and built body muscle. Michael is a vegetarian.

“Finding both physical and mental strength.”

Demographics

Nationality: American
Religion: Christian
Spends most time: Selling digital products
Accessibility of webpage: PC and mobile phone

FITNESS INFORMATION

Fitness Goal: Enjoy flexibility in workouts
Preffered Workout Time: Morning, around 7am
Training Frequency: Twice a week
Favorite Exercises: Body pump & cardio

FRUSTRATION

Not a fan of noisy places.

GOAL

To be fit and flexible

NEEDS

- Consistent and flexible workout options
- Access to diverse fitness classes

Perception

With a strong background in IT, he seamlessly navigates his professional endeavors in the vast landscape of the internet.

PERSONA 2



Age: 31
Occupation: Social media manager
Location: Kings Health, Birmingham, U.K.

Rakesh Suraj

BIO

A social media manager with great passion for fitness and built body muscle.

“I’m a gym lover, because I want to keep fit and stay healthy.”

Demographics

Nationality: Indian
Religion: Muslim
Spends most time: Surfing the internet
Accessibility of webpage: Mostly with PC

FITNESS INFORMATION

Fitness Goal: Build muscle and increase overall strength
Preffered Workout Time: Morning, around 8am
Training Frequency: 3 times a week
Favorite Exercises: Weight lifting & Cardio

FRUSTRATION

Dislike websites with lots of item

GOAL

Build strength and endurance

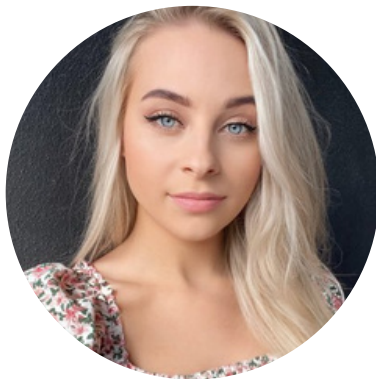
NEEDS

- Stress relief through fitness activities
- Convenient fitness routines

Perception

He has knowledge of IT and to this regard, he is able to do most of his professional activities on the internet space.

PERSONA 3



Age: 28
Occupation: Marketing Director
Location: Bristol Road, Selly Oak, Birmingham, UK.

Patricia Linda

BIO

A seasoned marketer willing to improve cardiovascular health and maintain a perfect body shape

"I priotize my overall well being."

Demographics

Nationality: British
Religion: Christian
Spends most time: Researching
Accessibility of webpage: Mostly with PC

FITNESS INFORMATION

Fitness Goal: Leverage the website as a valuable tool in her fitness journey
Preffered Workout Time: Evening, around 5pm
Training Frequency: 2 – 3 times times a week
Favorite Exercises: Yoga & Zumba

FRUSTRATION

Balancing work, family and social commitment frustrates me a lot

GOAL

Stay sexy and fit

NEEDS

- Personalize attention from trainers
- Nutritional guidance

Perception

She is drawn to fitness programs that are results-oriented, providing measurable outcomes for cardiovascular health improvement and body shaping.

PERSONA 4



Age: 30
Occupation: Software Engineer
Location: Kings Norton,
Birmingham, UK.

Hakim Khadija

BIO

A tech savvy interested in integrating technology into fitness routine

“A balanced mind brings about creativity at work.”

Demographics

Nationality: Emirati
Religion: Muslim
Spends most time: Developing softwares
Accessibility of webpage: Mobile phone

FITNESS INFORMATION

Fitness Goal: To access online fitness resources
Preffered Workut Time: Evening, around 6pm
Training Frequency: 3–4 times a week
Favorite Exercises: Cycling & Dance aerobics

FRUSTRATION

Dislike websites that are not user friendly

GOAL

Embrace a digital fitness experience

NEEDS

- Convenience in accessing fitness resources
- Intuitive and visually appealing website interface

Perception

This individual demonstrates a tech-savvy mindset and a keen appreciation for a thoughtfully designed fitness platform, suggesting a preference for an efficient and visually appealing method of accessing workout resources.