**USER ANALYSIS**

**Understanding Our TJR Fitness Community**

**Demographics:**

- Our community ranges from 18 to 40 years old, with both male and female members, all located in Kings Norton, U.K. We are united by our shared dedication to fitness at TJR Fitness.

**User Goals and Behaviors:**

- When visiting our website, our users are looking for simplicity. They prefer a curated selection of items, avoiding overwhelming choices. They dislike websites that are cluttered and not user-friendly. Ease of navigation is crucial to them.

**Technological Proficiency:**

- Our members aren't necessarily tech-savvy, and they don't have specific technical preferences or requirements.

**Content Preferences:**

- What our users value most are images. Visual content resonates with them.

**Feedback and Reviews:**

*- Positive Feedback:*

- TJR Fitness is a game-changer, providing motivation and a variety of exciting classes.

- Our trainers are dedicated, creating an energized and confident fitness journey.

- The gym is more than a workout space; it feels like a second home.

- The friendly environment and variety of classes make every visit enjoyable.

- Integration of technology into the fitness experience, with an intuitive website and virtual classes, is appreciated.

- Fitness is made convenient with technology at users' fingertips.

**Key Insights and Recommendations:**

- Focus on a clean and straightforward website design, ensuring simplicity and ease of navigation.

- Highlight a curated selection of items to meet our users' preference for simplicity and avoid overwhelming choices.

- Prioritize user-friendly design for both PC and mobile platforms.

- Incorporate visually appealing images into the content, aligning with user preferences.

- Continue integrating technology seamlessly, maintaining an intuitive website and offering virtual classes.

- Foster a positive and community-driven atmosphere, leveraging user feedback to enhance overall user experience.

By understanding and implementing these insights, we can continue to enhance the TJR Fitness website, making it an even more enjoyable and user-friendly space for our community.