

DOING

- Wakes up to her alarm sounding
- Makes a nice breakfast (she's meal prepped) and coffee before getting ready for work
- Thinks about whether to squeeze in a quick workout during her lunch break or wait until after work
- Slowly wakes up bounces between multiple fitness apps that she uses currently in order to find new exercises, log food and create a workout
- Arrives at work, goes through his days schedule.
- She takes the stairs when she can and walks instead of taking cabs if she's good on time
- She wears her fitbit most days, the days she doesn't it's hard to log steps, calories etc
- Decides to do the gym after work so she can commit more time
- Gets to the gym and it's busy, she has to wait for machines that she wants to use, having an app that let's her add/find exercises that fit into the current routine that matches machines that are open is helpful.
- She goes through her weightlifting routine for 30min and checks off complete exercises
- She goes for a 30min of cardio before heading home feeling productive

THINKING & FEELING

- Craves variation in her workout routine. Since she's trying to create a healthier lifestyle, something that is manageable to her daily life.
- She would like an app to know her goals and metrics and recommend exercises that she can easily add to a current routine or rotate between.
- Her motivation needs to remain high to get herself to the gym after working a long day.
- "How do some people in NY look so fit and all they do is walk on their breaks and take the stairs. How does everyone else fit workout into their days"
- "I have to skip these few exercises now because I'm limited on time and the machines are occupied".
- that it would be nice to see small wins and overall progress to boost sense of accomplishment



SEEING

- Her NYC apartment
- Her office in NYC bustling with action
- People running, biking and getting outdoors to incorporate fitness into their day
- Her fitbit progress
- The same bars, restaurants and sites in his city
- All the social media accounts she follows and picture of friend's recent camping, hiking, adventures
- Notifications on her phone
- Food she's eaten with no nutritional labels which would be annoying to log
- Her fitness apps
- A busy gym

GAINS

- A one stop app that connects her wearable
- a single place to find overall health progress and tells her how many macros/calories she has left for the day
- can find new exercises to incorporate into her existing routines so she can keep exercises that she already prefers
- an app that makes it easier to log and move through allows workout concentration instead of at-the-gym phone interaction
- can feel good about her efforts and progress without feeling guilty by an app.

PAINS

- Long onboarding & sign-up
- inability to sync her fitbit to a fitness or food tracker
- having to use the app more than just checking off exercises completed while at the gym
- not understanding what the app offers during onboarding/initially
- little flexibility with skipping exercises
- forced timers & inability to go at own pace
- hard to remember to log food

HEARING

- Her phone alarm going off
- Footsteps running down the stairs to the subway
- The bustle of people on the streets
- Her food tracker alarm
- Coworkers talking about a lunch spin class
- App notification to log her food for the day (she turns off)
- Machines being used at the gym and people asking how much longer another person has
- Music playing over the gym speaker