

User Personas – “Fit Quick”

Jesse Lindahl

Persona # 1 – Jenn Brookes



Background:

- Bachelor's degree
- Teacher
- Married with 4 children
- Worked in elementary education for her entire career

Demographics:

- Female, 52 years old
- Dual family income of \$110,000 per year
- Lives in a suburban neighborhood outside of St. Paul, Minnesota

Identifiers:

- Very empathetic
- Loves children
- Creative problem solver
- Ethical decision maker

Simple Task:

Posted a blog asking if there are any good gyms in her area

Complex Task:

Create a user account and update her personal biography

Persona # 2 – Danny Smith



Background:

- Film producer
- Bachelor's degree
- Head of a small production company
- Single, no kids

Demographics:

- Male, 31 years old
- Single income of \$70,000 per year
- Lives in a two-bedroom apartment in Hollywood, California

Identifiers:

- Tech savvy
- Appreciates vintage equipment
- Professional always
- Film buff

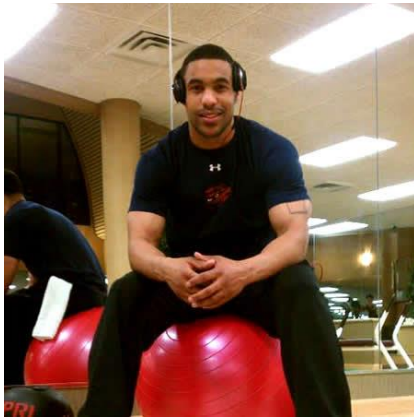
Simple Task:

Sending an error report for a misspelling he noticed on the home page

Complex Task:

Downloaded a full body workout that can be done with no weights at home

Persona # 3 – Brad Davis



Background:

- Personal trainer
- Fitness enthusiasts
- Pursuing bachelor's degree
- Single, no kids

Demographics:

- Male, 29 years old
- Single income of \$50,000 per year
- Lives in a two-bedroom house in St. Louis, MO

Identifiers:

- Fit/athletic
- Loves sports
- Very encouraging

Simple Task:

Selecting a workout plan that is compatible with his client's needs

Complex Task:

Add multiple items from the applications storefront to his shopping cart and proceeded to simulate a checkout