Personas

Newbie Nate:

Newbie Nate is a 35-year-old IT professional working at a casino who's just getting back into the fitness scene after years of inactivity. Since high school, he hasn't maintained a regular workout routine and now feels out of shape and unmotivated. He's seeking structured guidance and a source of accountability to help him stay on track. While he understands the basics of working out, he lacks the confidence to build his own routines and often feels overwhelmed by too many options. A typical scenario for Nate involves starting the web application and doing the initial account set up. He enters his stats and after he creates the log in info he is sent to the homepage or hub that lets him see his recommended workouts and schedule. The next day he misses his scheduled workout time and the app re-schedules it for the following day.

Busy Brenda:

Brenda is a 34-year-old marketing manager with a packed schedule and a high comfort level with technology. Her main goal is to stay fit despite her hectic work life, and she needs efficient ways to track her progress. Cluttered apps that demand extensive setup are a major frustration for her, as she's motivated by feeling accomplished through short, effective workouts. A typical scenario for Brenda involves quickly logging in during her lunch break to add a 20-minute HIIT session and checking her weekly progress chart before diving back into her demanding work.

Trainer Tom:

Trainer Tom is a 42-year-old warehouse supervisor who's all about staying in shape. He's a total fitness freak, working out six days a week, tracking his meals, and constantly pushing himself to improve. Fitness is a huge part of his identity, and he takes it seriously. He's not a certified trainer or anything, but he knows his stuff, and people often come to him for advice. What he wants from an app is something that helps him log workouts, track progress, and maybe even set personal challenges. He's not into fluff. He wants something clean, efficient, and built for people who are serious about training. Trainer Tom would use the app to quickly log his workouts and check his progress. From the dashboard Tom selects the "Log a Workout" tab. After he is complete he would select the done logging button.