

Benjamin Lewis

Seeks to become more flexible



Brief description

Ben is an accountant who is sitting for hours at his office getting no movement. His goal is to become flexible and be able to touch his toes.

Skills

Masters In Finance
Good critical thinking
thinks in long term goals

Persona Main Job (Main goals)

Because he sits at his table at work all day he feels very tight in his lower back and legs. He wants to improve his flexibility and mobility to prevent injuries when he gets older.

Personality

Ben is not the most talkative person but very friendly. He quickly understands what other people are asking from him and tries to complete his tasks the best he can

Interests

Like to watch sci-fi movies
Plays the piano
Excellent chef

Tech savviness

uses excel at his work everyday so he is up to date with the newer applications and how they work

Gains

Ben will be supported from the best coach with some yoga experience to become more flexible. he is motivated by results so he will measure his progress every week

Pains

Because of his sedentary work he will improve slowly which may discourage him. He will have to implement many small workouts throughout his day to see progress

Ethan Parker

Seeks to lose weight



Brief description

Ethan aims to lose 30 pounds and generally improve his fitness level. He needs motivation and guidance on exercise and diet.

Skills

Leadership
Communication
Organization

Persona Main Job (Main goals)

His goal is to lose 10 pounds in the first three months. After this he aims to lose 30 pounds, make exercise a regular part of his lifestyle, maintain a healthy diet independently.

Personality

Ethan is generally a nice and focused guy, but he doesn't enjoy sports since he cannot find the achievements to be worth the struggle he has to go through

Interests

Enjoys playing RPGs and multiplayer online games. He is a fan of FC Barcelona, loves watching football matches. He also likes experimenting with barbecue and grill recipes, interested in learning healthy cooking.

Tech savviness

Although he is proficient using a smartphone, he never saw an activity app before. He can figure out almost anything, if the helplines are clear

Gains

Ethan will be guided by the best coach for him to achieve his goals. He doesn't have to go to any social place to exercise, his coach can make a routine for him, which he can do from home. He can be motivated by encouraging words from his coach or the achievement graphs the application can show him.

Pains

Ethan's job requires him to be sedentary for long periods, contributing to his weight gain. He lacks a clear understanding of effective, sustainable workout routines and proper nutrition. He often feels too tired after work for exercise, struggles with self-discipline. He sadly feels embarrassed at the gym due to his weight.

Richard Chen Persona Map

Richard Chen

Richard wants to stay active and maintain his mobility as he ages. He looks for gentle, safe, and effective workouts tailored to older adults.



Brief description

- Wants to stay active for longevity purposes
- Has time and money on hands

Skills

- Attention to detail
- Good communication skills
- Moderate adaptability

Persona Main Job (Main goals)

- Retired
- Former Architect
- Degree in Architecture

Personality

- Wise
- Cautious
- Methodical

Interests

- Gardening
- Woodworking
- Reading historical novels

Tech savviness

- Basic; often requires assistance with new apps.
- Prefers clear, slow-paced instructions, large text, and simple navigation paths.

Gains

- Smart person
- Habitual person
- Was moderately active in his youth

Pains

- Limited mobility
- Lacks confidence in using technology for fitness

Sofia Ramirez Persona Map

Sofia Ramirez, The Fitness Enthusiast

Sofia seeks to expand her fitness regimen with new, challenging exercises and to connect with clients who desire advanced coaching.



Brief description

Sofia is 24. She's a personal trainer. She holds a Bachelor's Degree in Physical Education and she resides in an urban area, San Diego, California

Skills

- Coaching others
- Nutrition Coaching
- Event organising
- Technology Integration
- Social Media Management
- Client Relationship Management

Persona Main Job (Main goals)

- Find new exercises
- Connect with more clients
- Provide more in-depth coaching

Personality

Sofia is an energetic, ambitious and innovative individual. She consistently takes part in marathons and organises fitness events in her community

Interests

Sofia likes hiking, does yoga in her free time to unwind and also blogs about fitness trends

Tech savviness

Sofia is highly proficient with app usage, as to be expected from a person her age. She uses fitness apps to track workouts and nutrition

Gains

- Will learn how to use the app quickly
- Knows how to promote herself
- Knows what data she needs and how to use it

Pains

- Might be troublesome for her clients to move to the app
- Online coaching is not what she is used to
- Doesn't have a lot of work experience