Personas

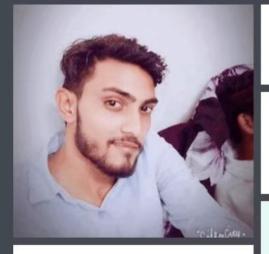| Type	Bio	Goals	Frustration
Coach	Bob Ho is a fresh trainer. This is his first time being a coach. Bob's role is to analyze athletes' training data to give advice so that he can give feedback and make proper programs for athletes.	• Help athletes achieve their goals sooner. • Track the activity of each athlete. • View athletes' workout data and give feedback. • Share records with others on the platform.	• The original training system is complex. • Routinized tracking is time-wasted. • The data is too complicated to analyze.
Coach	Ollie is our client from Tri-Alliance. He has been involved in triathlon for 16+ years. He has extensive qualifications in coaching, including Level 2 Triathlon Coach, Level 1 Cycling, Swimming, Strength & Conditioning Coach, etc.	• Drawing others to the sport and helping them achieve their goals sooner. • Track athletes' progress easily.	• Predict and provide accurate feedback to an athlete's progression in a meaningful way. • Can not view the real-time data of all his athletes.
Female athlete	Maria Brie is a software developer working at Google. She is introverted and she usually exercises alone. She is a little fat now. She wants to track her workout data and receive professional feedback to control weight.	• To access and manage her workouts from all her devices To get professional feedback based on her activities. • Want to get hang of the swim within four months.	• be tired of the original platform. • get injury caused by improper exercise.
The young athlete	William Tanin is a student. He is extremely interested in sports. And in recent days he wants to challenge and prove himself. And also, he is friendly with other athletes.	• Want to track how his exercise habits. • Share or comment (maybe like a workout session) on his friend's workout session • Meet with people who are similar to him. • Improve the performance.	• Limited spare time. • Have no idea about making a plan to exercise
The old athlete	Jeremy Welsh is retired now. He has a lot of time and wants to improve his health condition. And he is more likely to get injured and need professional feedback. Also, he is not familiar with the use of electronic devices, so he wanted the data interaction to be as simple as possible.	• More focused on his health condition. • Share the workout data with his coach. • Receive notifications on his watch	• Unable to use the complex tracking device.

Persona description

GOALS

Use this block to describe why you are building a particular map or persona. Setting clear goals at the beginning will help you stay focused and provide new contributors with the right context.

SCOPE SUMMARY

Use this block to store the overall description of this map/persona. The most common ways to do that are listing scenarios or use cases you want to cover. But feel free to experiment and find the best way to do it.

LEGEND

If you use color coding, special icons, or other means to make the map/persona more visual, add a short description here to help others use it correctly. E.g.:
- ◆ Problems
- ◆ Solutions

BOB HO

Persona 1

TYPE

Coach

Nothing is impossible!

Background

Bob Ho is a fresh trainer. This is his first time being a coach. Bob's role is to analyze athletes' training data to give advice so that he can give feedback and make proper programs for athletes.

Demographic

♂ Male   23   years

📍 Melbourne

Single

Coach

50000

Goals

- Help athletes achieve their goals sooner.
- Track the activity of each athlete.
- View athletes' workout data and give feedback.
- Share records with others on the platform.

Frustrations

- The original training system is complex.
- Routinized tracking is time-wasted. The data is too complicated to analyze.
-

Brands and influencers

Brands and influencers

fitbit   adidas   Supreme

STRAVA

Browsers

Chrome   safari

Persona description

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◆ Solutions

OLLIE

Persona 2

TYPE

Coach

Nothing is impossible!

Background

Ollie is our client from Tri-Alliance. He has been involved in triathlon for 16+ years. He has extensive qualifications in coaching, including Level 2 Triathlon Coach, Level 1 Cycling, Swimming, Strength & Conditioning Coach, etc.

Goals

- Drawing others to the sport and helping them achieve their goals sooner.
- Track athletes' progress easily.

Frustrations

- Predict and provide accurate feedback to an athlete's progression in a meaningful way.
- Can not view the real-time data of all his athletes.

Demographic

♂ Male   40   years

Melbourne

Married

Coach

70000

Brands and influencers

Brands and influencers

evans plumbing

Browsers

Chrome   safari

UXPRESSIA

Persona description

GOALS

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◆ Problems
◆ Solutions

MARIA BRIE

Persona 3

TYPE

Athlete

Never underestimate your power to change yourself!

Background

Maria Brie is a software developer working at Google. She is introverted and she usually exercises alone. She is a little fat now. She wants to track her workout data and receive professional feedback to control weight.

Goals

- To access and manage her workouts from all her devices
- To get professional feedback based on her activities.
- Want to get hang of the swim within four months.

Frustrations

- Be tired of the original platform.
- get injury caused by improper exercise.

Demographic

Female   29   years

Melbourne

Single

Software Developer

70000

Brands and influencers

Brands and influencers

Browsers

Chrome   safari

Persona description

GOALS

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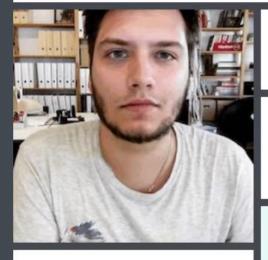
LEGEND

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◆ Problems
◆ Solutions

WILLIAM TANIN

Persona 4

TYPE

Athlete

Where there is life there is hope!

Background

William Tanin is a student. He is extremely interested in sports. And in recent days he wants to challenge and prove himself. And also, he is friendly with other athletes.

Demographic

♂ Male   20   years

📍 Melbourne

Single

Student

0

Goals

- Want to track how his exercise habits.
- Share or comment (maybe like a workout session) on his friend's workout session
- Meet with people who are similar to him.
- Improve the performance.

Frustrations

- Limited spare time.
- Have no idea about making a plan to exercise

Brands and influencers

Brands and influencers

PUMA   RUN FOR MGH

Browsers

Chrome   safari

Persona description

GOALS

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- ◆ Problems
- ◆ Solutions

JEREMY WELSH

Persona 5

TYPE

Athlete

Nothing for nothing!

Background

Jeremy Welsh is retired now. He has a lot of time and wants to improve his health condition. And he is more likely to get injured and need professional feedback. Also, he is not familiar with the use of electronic devices, so he wanted the data interaction to be as simple as possible.

Demographic

♂ Male   54   years

📍 Melbourne

Married

Retired

30000

Goals

- More focused on his health condition.
- Share the workout data with his coach.
- Receive notifications on his watch

Frustrations

- Unable to use the complex tracking device.

Brands and influencers

Brands and influencers

RUN FOR MGH   TRI-ALLIANCE #trainingwithpurpose

GARMIN.   MARATHON

Browsers

Chrome   safari