Name: Jack
Age: 40
Occupation: Professional Trainer

The picture is generated by AI:
AI Face Generator (free, no sign-up, no limits) — Perchance

Bio:

Jack has worked 10 years in the field of training and health management. Now, he works in a professional sports club. He has a solid understanding of physical fitness training. He also has experienced with using data to evaluate athletes' performance. He is a professional trainer who prefers to train athletes in a view of data. He likes to track athletes' conditions and adjust training plans for athletes. He is fan of high-tech and likes to use professional softwares to assist him for athletes' data analysis. He also prefers to virtualize the performance statistics of athletes and explain to athletes.

Goals:

1. To Improve and adjust training plans
2. To track the performance of athletes and to compare their recent data with older data to evaluate their progress.
3. To construct a unique training plan for every athletes, based on every athletes' data
4. To manage the athletes' energy in team competition

Pain points:

1. *Much data to analysis*:
Jack collects the athletes' data, but he could not analyse to get useful information because there are too many pieces of data.
He is hard to extract and do the calculation.

2. *Lack of programing knowledge*:
Jack knows some statistics knowledge, but he does not understand how to program. He could not program by himself. Therefore, he needs a user-friendly interface.

3. *Manipulation of dataset:*
Jack needs to combine the data from different athletes to make a comparison. Also, he needs to compare the current data with older data from same athlete to evaluate the performance of the athlete.

Personality
Add slider point to the lines

Extrovert ——————————— Introvert

Analytical ——————————— Creative

Passive ——————————— Active

Thinking ——————————— Feeling

Devices
Which tech devices do they use?

1. Desktop
2. Laptop
3. Tablet
4. Phone

Motivations
Factors that might influence their use of the app

1. Whether the interface is user friendly or not.
2. Whether the app could provide a clearance virtualization.
3. Whether the app could predict the result accurate or not.
4. How fast does the app process the data and return the results.
5. Whether the app can keep the privacy of users.

Internet/App use
Which other apps do they use? These may influence their expectations of the app

1. Gym apps
2. Health Management apps
3. Community for trainers and athletes
4. The video channel of sports competition
5. The eCommerce of sports