



AGE
21

GENDER
Male

OCCUPATION
Student

Yes TECH LITERATE

Bio

He is 21 year old student. Has courses from 8 am to 6pm. He wants to be a bodybuilder in aprox. 3 years he will compete in the most famous contests all over the world. To do so he wants a trusted gym with a back up web that can be helpful to do not waste many time of his day.

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Core needs

Timetable, list of programs, news, benefits, information about the trainer, as their core strength, type of sport they are use to train and also the price. Reviews foreach trainer. How much each workout takes. To be able to request meal regimens for muscle gain/loss. Ease of access (to be able to access on phone, tablet, computer and have responsive environment).

Frustrations

He tried gym apps, but they don't have data about each equipment they have or options to request trainers, or meal regimens. He also doesn't know when the price changes forthe subscription and only finds out when he renews it. Also he can't renew his subscription online.

