

Cassandra Peters

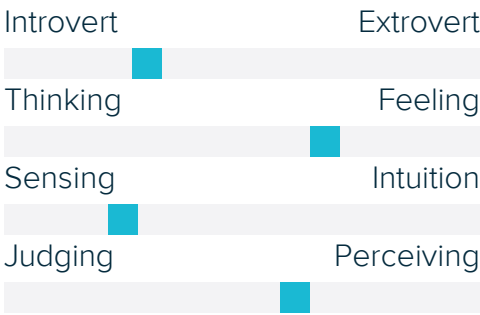
Xtensio



"Constant practice alone is the secret to success."

Age: 25
Work: Financial Analyst
Family: Engaged
Location: Vancouver, BC
Character: ESFP

Personality



- Patient
- Loyal
- Fair
- Child-at-heart

Goals

- To develop a yoga practice that is in line with Iyengar Yoga principles
- To strengthen her core, develop better posture and back strength, and feel confident in her body

Frustrations

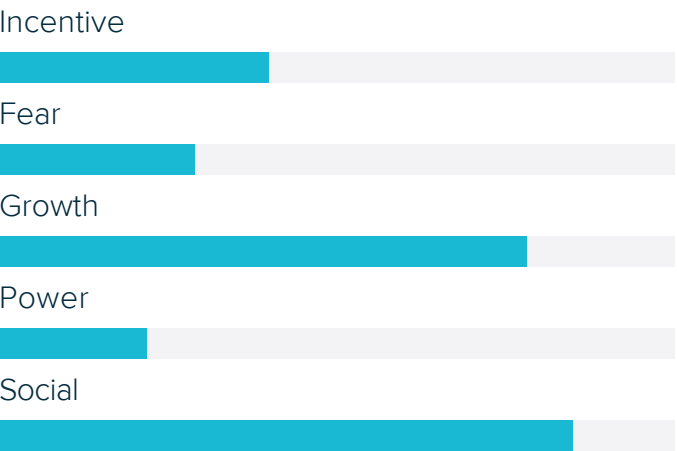
- Traditional yoga studios are expensive
- She cannot concentrate on her practice unless she knows that she's doing the poses correctly
- Yoga teachers often don't have time to individually assess each student in every pose
- The cues that teachers give in class are often too ambiguous and quick for her to translate into bodily awareness

Bio

Cassandra, an avid reader and hard-working professional, is an independent, analytical person who enjoys practicing yoga on her own and in the comfort of her own home.

She has weak core and back muscles from her desk job and believes that a yoga practice focused on precision has the potential to activate her deeper muscles (transverse abdominal muscles, internal obliques, and serratus posterier) to improve her posture.

Motivation



Brands & Influencers



Preferred Channels

