



Bob:

Age: 20

Bob is an out of shape college student who is looking to get into fitness to improve his health and confidence, but he doesn't know how to get started. He would like to integrate a workout plan into his busy college schedule. He needs guidance on building a workout routine and sometimes needs help to stay motivated. He has tried to get into fitness before but couldn't stay consistent and risked injury due to lack of experience. Bob believes having a workout buddy would help him to stay consistent. However, Bob is not comfortable approaching others in the gym and doesn't have any friends who are interested. Bob gets overwhelmed when he does research about workout planning and exercise selection & technique because of the numerous sources of contradicting information. When Bob does go to the gym he has a hard time remembering the workout and weights to use and often forgets what he did in previous sessions.



Chad:

Age: 30

Chad is an experienced lifter who has been lifting for a couple years and is very passionate about it. He has started to get a bit frustrated regarding how time consuming and tedious a proper workout plan tends to be. However, he has never decided to download a fitness app because he thought they only offered tracking features, which is something he's been doing on his own. Currently, Chad uses a Notes app to keep track of his workout plan, session performance, and personal records. Google Calendar to plan the workouts, YouTube to learn more about fitness and get tips about particular exercises, and Instagram to contact gym buddies for a workout together. During his workouts he also needs to switch between his notes app and timer app to log metrics and guide the workout, and sometimes YouTube for form tips. Chad also uses strength benchmarking websites to gauge how good his lifts are. Another issue he's dealing with is the disorganization of all his Notes app logs. Chad has also recently moved to a new city and is looking for new friends with a similar passion for fitness.