

Persona-1

Name: Donald

Role: Coach



Demographic:	Behaviour:	Goals:
<ul style="list-style-type: none">• Male• 45-50 yrs old• Lives in San Francisco• Coach in a national Football team	<ul style="list-style-type: none">• Coaches football players 8 hours/day• Goes to gym everyday• Commutes from San Francisco to Palo Alto on the Caltrain everyday• Tries to take a walk around the building at lunch	<ul style="list-style-type: none">• Wants to analyze how the players are getting trained• Wants to know about the fitness of each players in the team• Wants the players to be more fit and active• Wants players to follow the proper diet plan• Wants to stabilize the fitness level of all the players

Persona-2

Name: Smith

Role: Player



Demographic:	Behaviour:	Goals:
<ul style="list-style-type: none">• Male• 25-30 yrs old• Lives in San Francisco• Plays in a national football team	<ul style="list-style-type: none">• Plays football 5 hours/day• Goes to gym everyday• Commutes from San Francisco to Palo Alto on the Caltrain everyday• Tries to take a walk around the building at lunch• Goes to a group yoga class thrice a week• Enjoys hanging out with friends on the weekend and going to the local restaurant• Is a foodie	<ul style="list-style-type: none">• Wants to walk at least 100,000 steps a day• Wants to know when he's reached her fitness goals• Wants to be more active when he's at game• Wants to be motivated