

Francesca Audrey



Francesca Audrey is a 20 year-old student at The University of Scarborough studying a double major in computer science and mathematics. In her teenage years she had lived with her parents attending Scarborough International Highschool where she was the captain of her highschools cheerleading team and served as the role of mounter meaning she would be thrown into the air very often by her team. After completing high school with an honors grade she moved into The University of Scarborough's residence where she spent her first year living with Catherine, her roommate who is a 5th year Psychology student who is also currently in The University of Scarborough's cheerleading squad. Due to tough program requirements Francesca didn't try out for her university's cheerleading team and due to the pressure also had fallen back onto a lot of her bad habits including relying heavily on takeout meals to survive those late at night studying out sessions before her exams. She also operated first year on an average of 4 hours of sleep every night. All of these bad habits in her first year of university caused her to put on quite a significant amount of weight and this was increasingly worrying her with cheerleading try outs being approaching in less than 5 months as cheerleading is her passion.

To combat this issue Francesca would constantly speak to her roommate Catherine about how she can improve her lifestyle and fitness in order to be able to join the cheerleading team very soon. Catherines advice included not only to find alternate things to eat so that she was not relying on junk food for meals but also to begin incorporating the gym into her personal life so that she can slowly begin chipping away on those pounds and be at a perfect weight in order to qualify for her universities teams mounter. Francesca knows Catherine holding her accountable for going to the gym would be the main thing that would help her remain motivated to attend the gym and she would benefit largely from any way they could schedule their workouts together.

Francesca was very intimidated by the number of people that were present in the gym as she walked in as she had expected it to be very empty that day. With this surprise her self-consciousness levels skyrocketed as she was already a beginner in the gym and not fully sure of what exercises she would be doing but now with a new additional crowd being present she was largely more worried. She began doing more research into what workouts she can do in order to lose weight and also track how much and what you are working out every single day. She finds utilizing applications to hold you accountable for what you don't workout really help her remain motivated and finds that apps which allow you to log your weight to provide body information such as BMI really help her be able to observe better over time her progress.

Barbara Smith



Barbara Jane Smith is a 78-year-old mother of three children and the grandmother of eight. She lives with her husband Will and used to be a history teacher at New Brunswick Public highschool. She had served as a teacher for over 35 years and after retiring began exploring her other hobbies which included knitting and sewing. Having grown up in a childhood without smartphones Mrs. Smith was never able to pick up the skills required to utilize a mobile phone and faces new struggles everyday with her new Samsung Galaxy S22 gifted to her by her niece. With her knitting hobby she often takes trips to a local Orphanage called Smiles Orphanage to donate woolen sweaters and hats and often ends up staying behind to spend a lot of time with the children as it reminds her of her time teaching at New Brunswick Public highschool.

Every Monday morning she would make her way to Smiles Orphanage, which is a 10 minute walking distance away from her house in New Brunswick, with a pink stroller filled to the brim with woolen sweaters and caps built to help the orphans combat the tough cold. In one of her walks back from the orphanage she suddenly felt a large pain in her left knee and had to suddenly sit down and rest for over 30 minutes. While resting at the nearby bookstore she had met Mrs. Lara Louis aged 72 who had told her that she had faced a similar pain on her 68th birthday where her family had taken her to the zoo. Having lived a very motionless life, the sudden exertion of a lot of walking at the zoo, similar to Mrs. Smith, had caused her knee to not be able to take the exhaustive load and forced her to sit down for a long period to recover.

Mrs. Louis had recommended to Mrs. Smith that she should follow in Mrs. Louis' footsteps and register for a gym membership to incorporate light upper body exercises into her daily life as walking outside in New Brunswick's weather did not seem feasible. Mrs. Smith did just that and the next day phoned in Universe Fitness to register for a membership. Due to her lack of experience in the gym she found that she required a lot of research to identify what workouts she should carry out as well as keep a track of the workouts she has completed, however, since she had no prior experience in utilizing smartphones she was skeptical on what the best method forward towards acquiring those capabilities would be. Furthermore she also encouraged her husband Will to join her at the gym and not sit on the couch watching plane crash documentaries all day. However, since Will only has a Nokia 3310 old phone without internet access, they wish to register for an app where they can track their exercises together. Since Mrs. Smith does have a smartphone but her husband doesn't, she will have to share the device with her husband and find an application that allows them to log into separate accounts easily.

Dwayne Coleman



Dwayne Coleman is a 28 year-old Sales and Trading analyst working at TD Bank and is really interested in the idea of productivity. Living in the heart of downtown Toronto, Dwayne wasn't very interested in many activities however ever since he was in his second year in Vaughan University he has fallen in love with the gym and the effects it has. After reading a lot of productivity novels including 'Atomic Habits' by James Clear he lived by the principle of working out first thing in the morning followed by a cold shower. He is an early riser and by 5:00 AM you will find him already in the weights room in the Planet Fit Gym located 18 floors below his apartment. After long stressful days in the financial market he often finds it therapeutic to fit in an additional workout at the end of his day once he returns from the TD tower at 8:00 PM.

Dwayne currently lives alone but in university shared a 2 bedroom apartment with his friend Ronnie Johnson who was actually the person who introduced him to the gym. Ronnie and Dwayne worked out 6 days of a week together. Ronnie had engrained this unique motivation within Dwayne convincing him that if he was to monitor and work on improving his health everything else will automatically follow and he will be able to observe great achievements going forward. Taking Ronnies advice lightly Dwayne began testing what his experience is like going to the gym and it only took 9 work out sessions for Dwayne to realize he wishes to accompany the gym into his daily routine. After adding the gym to his daily lifestyle he would constantly make new friends in the gym whenever he or they would need a spot and Dwayne always wished to have a platform where he can connect with those new gym friends and be able to schedule more workouts with them in the future.

Having consistently gone to the gym for 8 years now, Dwayne began experiencing a plateau in the progress of his body and wasn't able to pinpoint a reason for why he isn't able to make further progressions in his physical journey. After a lot of online research and consulting with his personal trainer friends within Planet Fit he found that since he has not encompassed new exercises into his workout for a long time along with not kept a very accurate track of which muscles he works out on every day he has really limited his progression. For this reason he began seeking a solution for both of these problems by seeking a platform where he can receive new exercises to do along with also being able to select exercises based on his long gym experience and update the personal records he constantly sets for them. He also seeks one with a better tracking system so he is able to make sure each muscle group is receiving the correct amount of focus for his continuous fitness journey.