

# USER

## Urban working professionals

- **Business and professional:** They include accountants, lawyers, doctors, engineers, architects, software developers, and marketing professionals.
- **Service:** They include teachers, nurses, police officers, firefighters, waiters, waitresses, bartenders, cashiers, and customer service representatives.
- **Trades and crafts:** They include plumbers, electricians, carpenters, mechanics, and hairdressers.

## Demographic study

- Age
- Ethnicity
- Education
- Income & Socioeconomic Status
- Marital Status

## Most common fitness goals for working professionals:

- **General health and well-being:** This broad goal encompasses feeling better overall, having more energy, and improving sleep. Exercise can boost your mood, reduce stress, and strengthen your immune system.
- **Weight loss/fat loss:** Many people look to fitness to shed pounds and reduce their body fat percentage. This often involves a combination of diet and exercise.
- **Muscle gain:** Building muscle mass can improve strength, definition, and metabolism. This typically involves weightlifting or resistance training with a focus on proper form and progressive overload.
- **Improved endurance:** This goal targets increasing your ability to sustain physical activity for extended periods. It's commonly associated with running, swimming, cycling, or other cardio exercises.
- **Toning or body recomposition:** This combines aspects of weight loss and muscle gain, aiming to reduce fat while building muscle for a more sculpted physique.
- **Completing a specific event:** Training for a 5K run, marathon, triathlon, or other athletic competition provides a clear target and motivational factor.
- **Improving functional fitness:** This goal focuses on exercises that translate to everyday activities, such as increasing flexibility, balance, and strength for daily tasks.
- **Managing a health condition:** Exercise can be a powerful tool for managing chronic conditions like diabetes, heart disease, or arthritis. It's crucial to consult with a doctor before starting any new exercise program, especially when managing a health condition.

## Sample of Information Collected

Let's imagine Nadia, a 32-year-old architect living in a bustling metropolitan city.

### Nadia's Schedule:

- **Early mornings:** Nadia wakes up at 6:30 am to squeeze in a quick jog or gym session before work. This helps her stay energized and focused throughout the day.
- **Workday:** By 8:00 am, Nadia is at her architectural firm. Her days are filled with client meetings, design revisions, project deadlines, and collaborating with engineers and contractors. Lunch is often a working lunch at her desk, fueled by a healthy salad or leftovers.
- **Evenings:** Nadia usually leaves the office around 6:00 pm, but depending on project demands, she might work late or take work home. She tries to maintain a healthy work-life balance, but evenings often involve catching up on emails, reviewing plans, or attending industry events.
- **Social Life & Self-Care:** Nadia prioritizes scheduling time for social activities and self-care. She might meet friends for dinner or drinks a couple of times a week. To unwind, she enjoys taking yoga classes or curling up with a good book in the evenings.
- **Weekends:** Weekends are precious for Nadia. She uses this time for errands, grocery shopping, and maybe a relaxing brunch. She might also pursue hobbies like photography or exploring museums and art galleries to stay inspired for her architectural work.

### Challenges of a Busy Professional:

Nadia's life, like many busy professionals, is a constant juggle. Here are some of the challenges she might face:

- **Maintaining a healthy work-life balance:** Finding time for exercise, social interaction, and relaxation can be difficult.
- **Managing stress:** Tight deadlines, demanding clients, and long work hours can lead to stress and burnout.
- **Prioritizing tasks effectively:** With a packed schedule, prioritizing tasks and managing time efficiently is crucial.
- **Maintaining physical and mental health:** Busy schedules can make it hard to prioritize healthy eating and sleep habits, which can impact overall health and well-being.

## **Information that is needed from the user:**

### **➤ Schedule and Availability:**

1. Sleep schedule
2. Eating habits
3. Time that is already allocated for fitness
4. Free time for hobbies
5. All the activities done in a day
6. Self-care habits
7. Digital screen time

### **➤ Fitness Preferences and Goals:**

1. Current Activity Level
2. Preferred Activities:
3. Specific Goals
4. Physical Limitations:

### **➤ Lifestyle and Preferences:**

1. Access to Gyms or Equipment
2. Dietary Habits and restrictions
3. Motivation and Support

## **Common Professional Groups and Their Activity Levels:**

### **1. Corporate Office Workers:**

- **Activity Levels:** Generally low due to sedentary desk jobs.
- **Common Activities:** Walking, gym workouts, yoga, and occasional team sports.
- **Challenges:** Limited time, high stress, and access to facilities.
- **Opportunities:** Apps focusing on quick workouts, desk exercises, and stress management techniques.

### **User study (JTBT format):**

- When: After long hours at a desk.
  - I want to: Improve my posture and reduce stress.
  - So I can: Enhance productivity and overall well-being.
- 2) When I have a short break during work hours, I want to perform quick and effective desk exercises so I can relieve stress and maintain my fitness without leaving my office.

## 2. Healthcare Professionals:

- **Activity Levels:** Moderate, with a mix of sedentary and active tasks.
- **Common Activities:** Walking, running, group fitness classes, and mindful practices like yoga and meditation.
- **Challenges:** Irregular hours, high stress, and physical exhaustion.
- **Opportunities:** Flexible workout schedules, stress relief activities, and nutrition tips for shift workers.

### User study (JTBT format):

- When: During demanding shifts.
  - I want to: Stay energized and focused.
  - So I can: Provide optimal patient care and prevent burnout.
- 2) When my shift ends at odd hours, I want to find 24/7 accessible fitness content so I can maintain my workout regimen despite an irregular schedule.

## 1. Teachers and Educators:

- **Activity Levels:** Moderate, involving standing and moderate movement.
- **Common Activities:** Walking, gym workouts, team sports, and family-friendly activities.
- **Challenges:** Balancing time between work, grading, and personal life.
- **Opportunities:** Short, effective workout routines, family-inclusive activities, and wellness programs.

### User study (JTBT format):

- 1)When: Balancing classroom responsibilities.
  - I want to: Maintain physical health and mental clarity.
  - So I can: Engage students effectively and enjoy a fulfilling career.
- 2) When summer break starts, I want to adopt a more intensive fitness program so I can take advantage of the time off to improve my overall health.

## 4. IT and Tech Professionals:

- **Activity Levels:** Low to moderate, mostly sedentary with occasional bursts of activity.
- **Common Activities:** Gym workouts, running, cycling, and e-sports-related physical activities.
- **Challenges:** Long hours, screen fatigue, and sedentary lifestyle.

- **Opportunities:** Ergonomic exercises, screen break reminders, and gamified fitness solutions.

**User study (JTBT format):**

- When: Working at a computer for extended periods.
- I want to: Counteract sedentary behavior.
- So I can: Boost creativity, prevent stiffness, and maintain focus.

2) When facing long hours in front of the computer, I want to receive reminders for eye exercises and posture correction so I can prevent strain and musculoskeletal issues.

### 5. Creative Professionals (Designers, Writers, Artists):

- **Activity Levels:** Varied, from sedentary work to active creative pursuits.
- **Common Activities:** Walking, yoga, creative movement classes, and outdoor activities.
- **Challenges:** Irregular schedules, varying levels of physical activity.
- **Opportunities:** Flexible, creative workout options, and stress-relief activities.

**User study (JTBT format):**

- When: Engaged in creative work.
- I want to: Stay inspired and avoid creative blocks.
- So I can: Produce high-quality work and meet deadlines.

2) When working on a project deadline, I want to access quick stress-relief techniques so I can remain calm and focused under pressure

### 6. Manual Labor Workers:

- **Activity Levels:** High, involving physical exertion.
- **Common Activities:** Recovery-focused activities, strength training, and flexibility exercises.
- **Challenges:** Physical fatigue and risk of injury.
- **Opportunities:** Recovery and injury prevention programs, and strength maintenance routines.

**User study (JTBT format):**

- **When:** Performing physically demanding tasks.
- **I want to:** Prevent injuries and fatigue.
- **So I can:** Sustain productivity and maintain long-term health.

2)When finishing a physically taxing day, I want to follow a targeted stretching routine so I can recover faster and reduce the risk of injury.

### **Common user trends:**

- **Time Constraints:** Across all groups, finding time for fitness is a common issue. Solutions include short, effective workouts and integration with daily routines.
- **Stress Management:** High levels of work-related stress necessitate activities that also offer mental relaxation, such as yoga, meditation, and mindfulness practices.
- **Customization:** Personalized fitness plans based on individual schedules, fitness levels, and goals are highly valued.
- **Community and Social Engagement:** Social features like community challenges, virtual groups, and forums can increase motivation and adherence.
- **Technology Integration:** Using HMI and syncing with wearables and other tech devices for comprehensive health tracking is becoming increasingly popular.

### **Conclusion:**

Understanding the diverse needs and challenges of different professional groups can help in designing a fitness app that caters to a wide range of users. By focusing on personalization, flexibility, and holistic wellness, a fitness app can become an essential tool for working professionals striving to maintain their health amidst their busy schedules.