***INTERVIEWS***

1. **Real interview**

* **Name:** Markos
* **Age:** 20
* **Occupation**: University Student
* **Location**: Athens, Greece

**Can you tell us some things about your fitness routine and the last time you worked-out?** I go to the gym 3 times a week and I do mainly weight training, with a bit of running for warm-up and cool-down. The last time I went was Friday and I weighted lifts for an hour.

**What do you usually do right before and right after a workout?** Before the gym I usually do not do something specific. After, (usually late at evening), I get back home, take a shower and get dinner. Sometimes I eat a protein bar or an egg after workout for recovery but many times I forget it.

**Is there anything that would motivate you to workout? Even the days you don’t feel like going to the gym.** Personally, because I gain weight easily, that gives me extra motivation to go to the gym even when I don’t feel like it. Also, iIt helps me clear my head and de-stress, even on tough days.

**Do you ever think about tracking calories - either how many you burn during a workout or how many you consume when eating? Do you think it would motivate you more?** I don’t track calories in every meal, I do not weigh my food to calculate exactly the calories. Although, I try to keep a general idea in mind of how many calories I should consume (based on my age - weight - height) in a day and I try no to exceed them. I count calories only when it comes to sweets. When it comes to motivation, I am not sure if it would motivate me personally. The only thing I can think of is that by counting calories, I might get more motivated to go to the gym so I can burn calories and be able to eat more sweets or have more cheat meals.

**Regarding workout , have you ever thought about how many calories you have burned? Do you think that it would help you somehow?** I do not usually do it but I think it would be really helpful if i had an easy way to calculate approximately how many calories i burned in a training with a specific intensity and duration and without specifying each exercise separately. Personally I care for an approximation and a fast way to know the calories burned.

**Have you ever felt confused about what to eat or choose randomly?** No, I don’t think I have. As I mentioned before, I usually don’t eat before my workouts, and after the workout — since it’s usually late in the evening — I just have dinner or a protein bar.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned and how intense the practice was? Would that be useful to you?** Yes I think it would be helpful if I had some suggestions based on my workout, especially for recovery reasons. For example, if I had a tough workout, I wouldn't often think on my own about what to eat to help with recovery for the following days, to speed up the process. From this point of view, yes I would really find it useful.

**Have you ever used a specific app to count either calories that you consume throughout the day or tracking the calories you burned in a workout?** I’ve used the Xiaomi and Huawei apps that come with the smartwatch. They track the calories you burn throughout the day, including walking or other activities, as long as you’re wearing the watch. I have not downloaded any other app that calculates exactly the calories for meals.

**Have you noticed any inconveniences with these apps?** Not at all. I don’t use them that much while I just wear the watch and check how many calories I have burned. I have not tried to do anything else through those apps.

1. **Real Interview**

* **Name:** Ahmed
* **occupation:** University student
* **Location**:Kurdistan

**Can you tell us some things about your fitness routine and the last time you worked-out?** I go to the gym three times a week in the evenings or at night. Last week I worked-out as usual and I followed my 3-day plan: chest/triceps, shoulder/biceps, and back/legs. Each session lasted about 2 hours.

**What do you usually do before and after a workout?** Before working out, I usually eat something like rice and chicken, and after, I have fruit juice, banana, dates, or oatmeal.

**Do you ever think about how many calories you’ve burned after exercising? Have you ever tracked them and how?**Not really. I don’t track calories because I honestly don’t know how to measure them. It’s something I’ve never really learned and I definitely have no idea of how to do it .

**Have you ever felt confused about what to eat?**Yes, I often just eat randomly. I get confused about what’s right to eat for my goals, especially when I’m tired after training. There’s no clear plan, so I just grab what’s available.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned? Would that be useful to you?**Yes, I think it would be helpful in making my eating habits better and workouts more precise. But sometimes the suggested foods might be too expensive for me to afford.

**What would motivate you to stay consistent with logging workouts and snacks?**I think tracking achievements would really help, like seeing what’s changed over time. It makes it more meaningful when I can see progress. Knowing how I’ve improved keeps me motivated. I don’t want too many features that make things complicated. Just tell me what I need in a clear and easy way.

**Have you ever tried an app or tracker before? Would you be open to a specific kind of help or tool?** I’ve tried an app before, but it wasn’t free and that was a problem. I’d like something simple where I could upload a picture, and the app predicts what food or workouts I should do based on my body.

**What kind of snack suggestions would you want?** I prefer high-protein snacks to anything that helps build muscle and support my training. The goal is to grow and get stronger. So I’d choose foods that match that need.

**Can you tell me about the last time you felt really satisfied after a workout? What did you do and how did you feel?** Last night, I trained my biceps and shoulders, and it felt great. I pushed through the session and left the gym with a good pump and strong energy. It’s that feeling that makes me want to come back.

1. **Real Interview**

* **Name:** Ashhad
* **Age:**22
* **occupation:** University student
* **Location**:Iran

**Can you tell us some things about your fitness routine and when was the last time you worked-out?** I don’t remember when was the last time, but probably a couple of months ago. I don’t really have a fitness routine right now. I haven’t been exercising consistently. There’s no fixed pattern before or after any physical activity.

**Do you ever think about how many calories you’ve burned after exercising? Have you ever tracked them and how?** I haven’t tracked calories burned before, but I really want to track the calories I gain. I’d like a way that I could easily calculate calories just by taking a photo of the food.

**Have you ever felt confused about what to eat or chosen randomly?** Yes, I do want to know more about the calories I get from food. I usually eat eggs and other protein-rich foods, but sometimes I even forget to eat. I’ve thought about using smartwatches or exercise machines that track movements and calorie burn.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned? Would that be useful to you?** It sounds useful, but sometimes I wouldn’t know what’s in my room to eat. I’d like to be more aware of what fruits are available or even how weather affects my food needs. That kind of awareness would help.

**What would motivate you to stay consistent with logging workouts and snacks?** Seeing improvements or achievements would be great for motivation. It helps to know I’m making progress. Though when it comes to tracking eating, I worry it may not be very accurate.

**Have you ever tried an app or tracker before? Would you be open to a specific kind of help or tool?** I’ve used an Apple app before, but it didn’t track the calories I gained or burned. I’m open to trying something smarter and more helpful in that way.

**What kind of snack suggestions would you want?** Honestly, everything I’d like suggestions that include both proteins and carbohydrates. It depends on what my body needs and what I’ve done that day.

**Do you prefer simplicity (just a number and snack), or would you enjoy extra features like progress tracking, badges, community?)** I think it’s nice when an app shows calories gained and gives useful insights. But I’m also concerned about privacy. I’d prefer it to focus just on personal achievements, nothing too public.

1. **Real Interview**

* **Name:** Respondent opted not to disclose
* **Age:**24
* **occupation:** Not disclosed
* **Location**:Uganda

**Can you tell us some things about your fitness routine and the last time you worked-out?**  I take a voluntary 30-minute walk every day, so the last time I worked-out was yesterday. I have been doing this for many years. It’s part of my routine, and I consider it regular exercise.

**What do you usually do before and after a workout?**I don’t do anything specific before walking, but afterward, I usually eat and then take a shower.

**Do you ever think about how many calories you’ve burned after exercising? Have you ever tracked them and how?** Not really I walk mostly for leisure, not for tracking calories. I don’t focus on how much I burn. It’s more about feeling good than numbers.

**Have you ever felt confused about what to eat or chosen randomly?**Yes, I often eat what’s available at the moment. I don’t plan meals around my walking or exercise. It’s usually whatever I can find or what’s ready.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned? Would that be useful to you?** Yes, that could be useful, especially if there was an app that also had a reward system. Getting something in return for consistency sounds motivating. It would encourage me to keep walking regularly.

**What would motivate you to stay consistent with logging workouts and snacks?** Rewards and achievement notifications would help. I’d like reminders that show progress over time. Seeing how far I’ve come would keep me going.

**Have you ever tried an app or tracker before? Would you be open to a specific kind of help or tool?** I’m open to using an app if it helps track progress and offers useful features. I’d especially like something that connects with a larger community. Seeing others’ progress can be motivating too.

**What kind of snack suggestions would you want?** I’d prefer suggestions with a focus on protein. It helps with recovery and feeling full. Simple and nutritious options would be best.

**Can you tell me about the last time you felt really satisfied after a workout? What did you do and how did you feel?** Back in 2020, I had a great walking routine and felt really strong. I reached a personal goal and had tons of energy. That sense of achievement really stuck with me.

1. **Real Interview**

* **Name:** Respondent opted not to disclose
* **Age:** 21
* **Location**:Uganda

**Can you tell us some things about your fitness routine? What do you usually do before and after a workout?** I jog three times a week, usually five laps around a 300m track. Before jogging, I stretch and do breathing exercises. Afterward, I stretch again, eat, and take a shower.

**Do you ever think about how many calories you’ve burned after exercising? Have you ever tracked them and how?** I don’t focus on calories burned. I trust they’re burned naturally through consistent activity. I prefer to track the exercise itself rather than numbers. My focus is on movement, not math.

**Have you ever felt confused about what to eat?**I usually listen to how my body feels after a workout. If needed, I take quick sugars like glucose to recover. I aim to support my goals by tracking what I lose and replenishing it.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned? Would that be useful to you?** Yes, if it aligns with my fitness goals. I believe food should match the exercise local, simple, and portioned right. Smart suggestions would help make refueling easier and more intentional.

**What would motivate you to stay consistent with logging workouts and snacks?** Seeing visual progress and physical changes keeps me going. I also use a step recorder to track movement. Being in a group with shared goals and a bit of friendly competition motivates me more.

**Have you ever tried an app or tracker before? Would you be open to a specific kind of help or tool?**Yes, I use a step counter and would be open to more tools that show clear progress. Being part of a fitness group helps with consistency. I’m motivated by seeing growth and achievements over time.

**What kind of snack suggestions would you want?** I’d prefer snacks that are aligned with my workout, nutritious, simple, and goal-specific. They should be easy to find locally and matched to my energy needs. Balance matters more than size or type.

**Can you tell me about the last time you felt really satisfied after a workout? What did you do and how did you feel?** Even when I’m tired from work, a workout lifts my mood. It reduces tension and clears my mind. I often find I can return to tasks or projects afterward with better focus and energy.

1. **Real interview**

* **Name:** Antonia
* **Age:** 60
* **Occupation**: Employee
* **Location**: Katerini, Greece

**Can you tell us some things about your fitness routine?**  I like working out, I do it 2 times per week because I work everyday and my schedule doesn't allow me to do more. I am doing pilates and in general whole body exercise. I also like to walk a lot during my day.

**What do you usually do before and after a workout?** My pilates class is 2 hours after I return home from work so usually I eat a little bit of lunch and leave home. After, I take a shower and then eat something, usually yogurt.

**Have you ever felt confused about what to eat before/after your workout or chosen randomly?** I am always choosing randomly. The only thing I know is some tips my gym instructor told us during our classes.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned and how intense the practice was? Would that be useful to you?** Absolutely, I feel I am always eating the same things, or a small portion of them and then I am hungry after 1 hour. I would prefer to have some suggestions and choose from them because some days I am tired of eating the same things.

**Do you ever think about how many calories you’ve burned after exercising? Have you ever tracked them and how?**  I don’t think about how many calories I burn but I do think all the time, during my exercise, that now I am burning in general calories. I am tracking my steps and I like to see how many steps I did and the calories I burnt while doing them.

**What stops you from tracking the calories during your whole exercise?** My phone tracks my steps while having it on me so unless I am holding it, it doesn’t track anything. I always thought that I needed to keep my phone with me to track everything but this is impossible and not helpful at all. I don’t have a wearable either and usually I don’t understand how to use the apps that want me to add everything because I don’t even know how many calories pilates help you burn.

**What would motivate you to stay consistent with logging workouts and snacks?** I like seeing myself stay consistent and being healthy, not needing to catch my breath after some minutes of intense walking. I would like to have something like achievements that I need to earn, so I will have a goal to catch.

1. **Real interview**

* **Name:** Fani
* **Age:** 22
* **Occupation:** University student
* **Location:** Greece

**Can you tell us some things about your fitness routine?**  I study Physical Education so in general I work out a lot. During the week I work out 4-5 times but some of these days I do both in the morning and in the afternoon. Some of my classes also require doing a workout. So, I lift weights, play volleyball, yoga, trx, pilates reformer because I work in a gym 2 times per week.

**What do you usually do right before and right after a workout?** I usually eat before and after my workout. Most of the time I am in a hurry before going but I always manage to eat something to help me. The meal I eat after depends on the time of the day.

**Do you eat something specifically or choose randomly?** It depends. I mean I know some things about what to eat to help me but there are many days that I eat randomly. For example, after weighting lifts I know I need to eat protein but mostly my workouts end during lunch or dinner time so I eat a full meal.

**Do you ever think about how many calories you’ve burned after exercising, have you ever tracked them and how?** Personally, I don’t think about them but I have thought about tracking them. Although, I don’t use it right now. I would like to have a wearable but I don’t think it’s so important to me right now.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned and how intense the practice was? Would that be useful to you?** I think it would be really helpful because as I said my program is full and I am sometimes , if not all the time, in a rush so for me having some suggestions to choose would be good.

**Do you prefer simplicity (just a number and snack) in an app, or would you enjoy extra features like progress tracking, badges, community?**Personally, I am a person that needs the extra features. I want to see my progress, my calories, how consistent I am and all that. Obviously simplicity is better for most people but for me that I am into the fitness life I think the more features the better. But features that are not complicated to use.

**Do you think that features like notifications and achievements in an app motivate you more to workout or eat better?**  I am fully motivated and consistent with what I do but in general I like having a goal to look up. So, if I had an achievement or a goal to fulfill it would motivate me more. It would be like a reward to all of that that I am doing.

1. **Real interview**
   * **Name:** Eleni
   * **Age:** 25
   * **Occupation:** University student
   * **Location:** Italy

**Can you tell us some things about your fitness routine?** I work out in a gym multiple times per week. I also walk a lot.

**What do you usually do right before and right after a workout?** I try to have a specific routine. I usually eat something high in protein one and a half hours before my workout and something lighter as soon as I can after I’m done. Also I take some time to plan the exercises I’m going to do during my workout

**Do you ever think about how many calories you’ve burned after exercising, have you ever tracked them and how?**I used to, in a period in which I was trying to lose weight. I used an app for tracking. Now or in periods when I try to put on weight I am more relaxed with my calorie intake or expenditure.

**Do you have any complaints about the app you used? Anything you would like to add to it?** I don't have anything bad to say about my experience with the app but a snack proposing feature would be very useful, especially if it was taking into consideration your food preferences.

**Have you ever felt confused about what to eat or choose randomly?** I try to cook more and eat more healthy meals so yes, it is not always easy to make the right choices and be satisfied with your food.

**If an app suggested a snack after your workout, based on how much you burned, would that be useful to you?** Yes definitely but I would not like it to demand much effort from my part for example to calculate the calories.

**Do you think that features like notifications and achievements in an app motivate you more to workout or eat better?** I don't think so because I believe having a reminder like that might distract me from the real goal and affect my mood unnecessarily on days where I'm not so active.

**What would be your priority in the snack suggestions you would get from an app? e.g fast, easy to make, creative, healthy …?** I think speed and convenience is the most important for me as well as the food being suggested to be easily found or to be made from ingredients easily found in a household so I can prepare it on the spot.

**Do you prefer simplicity (just a number and snack) in an app, or would you enjoy extra features like progress tracking, badges, community?** I would prefer a simple app. I don’t think I would use all the extra features and also apps with a lot of features tend to not let you use everything for free.

**Can you tell me about the last time you felt really satisfied after a workout?** I did an intense workout in the gym. It felt very good because the conditions were optimal, I had slept well, I had eaten a good pre-workout meal and the time of the day was the correct one for me.

1. **Real interview**

* **Name:** Maria
* **Age:** 22
* **Occupation:** University student
* **Location:** Greece

**Can you tell us some things about your fitness routine?** I walk a lot everyday, more than 10km per day. I cycle multiple times per week to commute also and I go hiking when I have the opportunity, usually twice per month.

**What do you usually do right before and right after a workout?** Every time is different but I always eat something after.

**Do you plan or think about what you eat on these occasions?** I used to workout in a gym a lot and then I was thinking about it a lot, now not so much.

**Are you interested in the calories burned during one of these activities or in general how much the exercise you do relates to the food you eat throughout the day?** I'm interested in roughly knowing about the calories I burn but I don’t track them meticulously.

**Do you often feel confused about what to eat throughout the day or before and after you have a physical activity?** Yes, it takes a lot of energy for me to decide what to eat each day, especially when I don't have a lot of time.

**If an app suggested a snack after your workout, based on how much you burned, would that be useful to you?** Yes it would be very useful, especially if it suggested complete recipes and not just the ingredients or food groups I should eat. I find it tiring to figure this out by myself.

**If you were to use a fitness app, do you have in mind any features that would motivate you to stay consistent with your exercises and diet?** I think that showing achievements like steps done in a day are motivating and boosting. Also it would be nice to be shown the progress you made in your nutrition, for example the app telling you how much less sugar you consumed this week. I wouldn't like it to have notifications though and anything that would be too intrusive in my life outside of fitness.

**Do you prefer simplicity (just a number and snack) in an app, or would you enjoy extra features like progress tracking, badges, community?** I would prefer a simple one. When an app does too many things it feels more difficult to use and I usually don't use most of the extra features anyways.

**Have you used any fitness apps? Do you have any complaints about their use?** I have used a step counter and a trail tracker for off-road running. I don't have any negative experience to mention.

**You mentioned you used to work out in a gym. Would you like to share why you stopped and opted for other methods of fitness?** I stopped because I don't have a lot of free time now due to my academic work. The activities I do now, walking and cycling, happen between other things I do throughout the day like when I'm commuting.

1. **Real interview**

* **Name:** Leo
* **Age:** 23
* **Occupation:** Machinery Operator
* **Location:** Greece

**Can you tell us some things about your fitness routine?** I go to the gym and lift weights usually 5 times per week. I also try to do some running when I can, often once per week.

**What do you usually do right before and right after a workout?** I prefer to not eat before I workout. Right before I do some stretches and lighter exercises to warm up. After my workout I try to eat as much protein as I can.

**Are you interested in the calories burned during one of these activities or in general how much the exercise you do relates to the food you eat throughout the day?**  Yes, because I’m trying to lose some weight. When that was not the case I didn’t really take notice of my calories. I did try to use some tracking apps but I wasn't consistent because I got tired of logging in what I ate after some time.

**Do you often feel confused about what to eat throughout the day or before and after you have a physical activity?** Health-wise I understand what’s good for me to eat but it’s sometimes hard to find a way to put the ingredients I have available into a dish because due to my busy lifestyle I don't often have the luxury of the time to plan out the foods I buy beforehand nor a lot of time to spend cooking.

**If an app suggested a snack after your workout, based on how much you burned, would that be useful to you?** Yes it would be very useful, because as I said it's hard for me to get ideas about what to eat even before accounting for the calories I burn during exercise.

**What would motivate you to stay consistent with logging workouts and snacks?** I think getting notifications to motivate you like some apps do (e.g duolingo) would be a fun and effective way to motivate me. Also achievement based visuals and community features would be very interesting and engaging and I believe they would help me be consistent when I don’t feel like it.

**What would be your priority in the snack suggestions you would get from an app? e.g fast, easy to make, creative, healthy …?** I cannot pick only one. I think every day is different and my needs change. So an app that suggests snacks would ideally be flexible and take into account the circumstances I’m in each time I use it. For example, on days where I have more time I don’t need the fastest recipe and on days where I have done a lot of exercise I should get a more nutrition-based suggestion.

**Do you prefer simplicity (just a number and snack) in an app, or would you enjoy extra features like progress tracking, badges, community?** I would prefer more features but they should feel connected to each other. What I mean is that it should feel like the different features have a reason to be there and not just exist in the app to make it seem more useful than it is.

**Can you tell me about the last time you felt really satisfied after a workout? What did you do and how did you feel?** It was a workout where I was able to increase the weights I usually lift. I had slept well and had eaten well the previous days and I think that played an important role in my increased performance.

1. **Real interview**

* **Name:** Mario
* **Age:** 25
* **Occupation:** University Student
* **Location:** Sweden

**Can you tell us some things about your fitness routine?** I do bodyweight exercises and sometimes I lift weights many times per week, usually 4-5.

**What do you usually do right before and right after a workout?** I usually eat a small snack like a fruit half an hour before my workout. Afterwards, I eat a normal meal and hydrate.

**Are you interested in the calories burned during one of these activities or in general how much the exercise you do relates to the food you eat throughout the day? Have you used a method to track calories?** I think about it but not very seriously. I have used a fit-band but not consistently.

**Do you often feel confused about what to eat throughout the day or before and after you have a physical activity?** I often improvise based on what I have available but I find it a bit hard to align the food I prepare with my nutritional goals.

**If an app suggested a snack after your workout, based on how much you burned, would that be useful to you?** Yes, I think it will be very useful as it will put me out of the need to think about what to eat every time.

**Would you prefer an app to suggest you ingredients and food groups or complete recipes and/or ready to eat snacks?** I am not sure but maybe a combination of both ingredients and recipes would be useful, depending on the day and the mood. I think suggesting ready to eat food would be redundant.

**What would motivate you to stay consistent with logging workouts and snacks?** I think a reward system would be interesting, it could give you digital rewards like coupons or online discounts. Also a workout or diet streak feature would be motivating I believe but it depends on the person I guess.

**What would be your priority in the snack suggestions you would get from an app? e.g fast, easy to make, creative, healthy…?** I would find it useful for an app to suggest practical food to make or find and also to have a variety so it does not get boring after a while using it. Speed is not important for me.

**Do you prefer simplicity (just a number and snack) in an app, or would you enjoy extra features like progress tracking, badges, community?** I would prefer a simple app with a simple to use interface. An app with a lot of features would be cumbersome for me to use.

**Can you tell me about the last time you felt really satisfied after a workout? What did you do and how did you feel?** It was a weight-lifting workout, I had slept well and eaten a good meal before. I also was in a good mood to workout and I think this is very important as well.

**12. Real Interview**

* **Name:** Nikiforos
* **Age:** 22
* **Occupation:** University Student
* **Location:** Greece

**Can you tell us some things about your fitness life/routine?** I go 2-3 times a week to the gym and 2 times a week dancing. I also like walking. There are days that I walk a lot.

**What do you usually do right before and right after a workout?** I usually go to university, and since it's a physical education academy, many of the classes I have are active so they require a lot of movement. I don’t go back home and I also avoid eating anything too heavy.

**Do you eat something specific as an after-workout and pre-workout meal? How do you choose them?** I usually eat whole grain bread with honey to give me energy. Later, since it's already late, I usually don't have anything specific in mind, just pick something at random.

**Would you like to have suggestions about snacks before or after your workout, based on how much you burned and how intense the practice was? Would that be useful to you?** One of my basic problems is to prepare food and to think about what to prepare. Many times I skip it or I end up eating the same thing (especially after gym and before my University). So yes it would be helpful for me if I could know some suggestions based on my energy spended throughout my workouts.

**Have you ever thought about how many calories you have burned in a workout or how many you have consumed from eating meals?** I have never really tried to keep track of my calories, but I would like to. I think it seems difficult, that’s why I haven’t done it yet. It also requires a lot of detail when it comes to meals and portions. I’d like to have an idea of how many calories I burn in my workouts - University energetic training, but without spending too much time on it.

**What would motivate you to stay consistent with your workouts and snacks?** When it comes to nutrition, as I mentioned, I want to be able to prepare things quickly without overthinking it. I would also like to know that what I’m eating actually supports my training and helps me refuel energy. As for the workouts, I feel more motivated to keep going when I start seeing positive changes in my body.

***AI-INTERVIEWS***

1. **AI-interview**

**AI Persona: "Jorge, the Shift Worker"**

* **Name:** Jorge Ramos
* **Age:** 34
* **Occupation:** Warehouse night shift worker
* **Location:** Suburban area
* **Family:** Married, two kids (ages 5 and 8)

**Can you tell us some things about your fitness life/routine and the last time you worked-out?** Does not even remember the last time, does not go to the gym, moves around a lot at work, lifts boxes and walks mainly, played soccer many years ago, does not have a lot of time for working out.

**Is there anything that would motivate you to work out even a bit each day?** Maybe if he had a work out buddy or something to remind him and motivate him. He would like something easy, ready and short to follow along for 10 minutes.

**Do you ever think about tracking calories? Do you think it would motivate you more?** He currently does not track anything and he thinks he would not know how to. He believes that if someone told him that he burned 1000 calories just from his shift, it might feel good that he is doing something right. He doesn’t really see the impact though. If he saw the numbers in a tracker it most likely would help him understand how it connects to gaining or losing weight and pay more attention.

**Do you have trouble choosing what to eat to balance it with your ‘workout’, even if it is the exercise you do at your job?** All the time. He usually grabs something fast or snacks from a vending machine. He does not know how his burned calories connect to what he is eating. He does not want meal planning, since it is a lot of pressure for him.

**Have you ever tried an app or tracker before? Would you be open to a specific kind of help or tool?** Has tried MyFitnessPal. It was too much for him, he had to type every little thing he ate. He had no patience for it. He has used step counters but forgets to check them. He wants simple advice, like “eat more protein today” or “watch your sugar”.

**What would motivate you to stay consistent with logging workouts and snacks?** something easy to use, not too much effort. Something that is as quick as texting someone. No details or many options. Maybe reminders and being able to see his progress. For example “Hey, you’ve worked out 5 times this week!” or “You’re eating a little better this month.” or “You are 80% to your goal”. In general positive feedback.

1. **AI-interview**

**AI Persona: "Sophia, the College Student"**

* **Name:** Sophia Nguyen
* **Age:** 21
* **Occupation:** Full-time college student
* **Location:** Urban city, shared apartment with roommates
* **Health background:** Active but struggles with maintaining a balanced diet due to her busy schedule
* **Tech use:** Frequently uses fitness and social media apps

**Can you tell us some things about your fitness life/routine? When was the last time you exercised?** Hard to keep a routine but tries to stay active. Goes to the gym a couple times per week where she can really focus on something. Does group class like Zumba. She skips the gym often to meet up with friends or because of uni. Last time she worked out was a couple of days ago.

**What would motivate you better to stay consistent?** something easy to fit in and with which she can see the progress. She does not want to feel overwhelmed by tracking everything.

**Do you think tracking would benefit you?** Feels like she is constantly on her phone entering every little thing. She doesn't want it to turn into a stressful thing. She wants something simpler, like a reminder or seeing if she is on the right track if she is eating enough or not and ideally vegetables or protein. She thinks it would be easier than tracking every single calorie. Prefers to make her make better choices and remind her.

**Do you have trouble choosing what to eat to balance it with your ‘workout’?** She doesn't know what she should eat, especially after a workout. She often sees opposite advice on the internet from what others tell her. She grabs something that sounds healthy.

**Have you ever used a nutrition app?**Has used **MyFitnessPal** and **LifeSum**. Too many steps, too many notifications which she forgot to open some times.She likes to check social media for meal ideas.

1. **AI-interview**

**AI Persona: Diego, 27 — Architect & Cyclist**

* **Name:** Diego
* **Age:** 27
* **Occupation:** **Architect & Cyclist**
* **Location:** Barcelona, Spain

**Can you tell us some things about your fitness life/routine?** Rides 150 to 200 km a week, trains 4/5 times a week. Uses Strava to track his rides and syncs it with his Garmin watch.

**Can you walk me through the last time you tracked a workout?** He went for a ride with his bike last Sunday. He started the activity on his **Garmin**, which auto-sync with **Strava** and **TrainingPeaks**. He also logged nutrition manually during his ride.

**What do you usually do right before and right after a workout?** Before a workout he usually tries to fuel up either with a coffee and a banana or a proper breakfast for more intensive rides. After the workout he tries to eat within 30 minutes, but sometimes forgets it. He then reviews his ride data once it syncs to see how close he managed to reach his goal. His biggest priority is sleep.

**Do you ever think about how many calories you’ve burned after exercising, have you ever tracked them and how?** He thinks about it all the time. He uses his Garmin to estimate his burned calories and sometimes he cross checks it with Strava. He has used **Cronometer** and **MyFitnessPal** for that but doesn't do it consistently anymore. Now he uses it mainly to see how many calories he has burned to know how much more he should eat.

**So do you have trouble choosing what to eat?** He is unsure if he is eating enough or the right thing. Especially, when he burns 2,500+ kcal in a day he doesn't know whether he should be adding more snacks or something else.

1. **AI-interview**

**AI Persona: Samantha, 32, marketing manager**

* **Name:** Samantha
* **Age:** 32
* **Occupation:** Marketing manager

**Can you tell us some things about your fitness routine?** Yeah, so I try to work out about 3 to 4 times a week, usually in the evenings after work. My routine is a mix of strength training and some cardio—mostly HIIT workouts I follow on YouTube or my fitness app. I also walk a lot during the day, especially when I take calls. It’s hard to stay consistent when work gets crazy, though.

**What do you usually do right before and right after a workout?** Right before a workout, I usually eat something small like a fruit and change into my gym clothes. After the workout, I cool down with some stretching—especially for my legs and lower back. Then I usually grab a protein shake or something light to eat, like Greek yogurt with fruit. If it's late, I’ll jump straight into a shower and unwind for the night.

**Do you ever think about how many calories you’ve burned after exercising, have you ever tracked them and how?** Yeah, I do think about calories burned—especially when I’m trying to lose a bit of weight or just stay on track. I used to be more strict about it. I’ve used fitness trackers like my Apple Watch and apps like MyFitnessPal to log workouts and see estimates of calories burned. These days, I don’t obsess over the numbers, but it’s still helpful to get a general idea. Sometimes I’ll just look at what my watch says at the end of a session. If I see I burned like 400 calories, it feels like a little win.

**Do you have any complaints about the app you used? Anything you would like to add to it?** Yeah, definitely. One thing that frustrates me is how clunky some of these apps feel. Like, if I want to quickly log a workout or a meal, I don’t want to go through five taps and a bunch of menus. Also, the calorie estimates sometimes feel way off. It’d be great if it could learn from my patterns or adjust based on my progress.Another thing—some apps try to do too much. I get overwhelmed with charts and badges I don’t really care about. I wish there was a simpler way to see just what I need: how I’m progressing, what I’ve eaten, how active I’ve been.

**Have you ever felt confused about what to eat or choose randomly?** Absolutely—especially during busy workweeks. There are days when I’m standing in front of the fridge or scrolling through food delivery apps, and I have no clue what to eat. I try to eat healthy, but when I'm tired or stressed, I end up grabbing whatever’s quick—even if it’s not the best choice.

**Would you find it useful if you had to choose between some suggestions for snacks before or after your workout?** Yeah, that would actually be super useful—*if* it was personalized. Like, if I just did a short 20-minute workout, I don’t need a full meal suggestion. But if I did a tough session and burned a ton, like a protein bar, smoothie, or even something I already have at home.

**What would motivate you to stay consistent with logging workouts and snacks?** Honestly, the biggest motivator for me is *seeing progress*. If I can open the app and visually see that I’ve been consistent this week—or notice that I have more energy or my clothes fit better—that keeps me going. I don’t need flashy rewards, but a simple reminder that I’m moving in the right direction really helps. Also, if logging is fast and easy—like a tap instead of typing everything out—I’m way more likely to do it every day.

1. **AI-interview**

* **Age: 47**
* **Occupation: Civil Engineer**
* **Location: Suburban area**
* **Tech Comfort Level: Moderate**
* **Fitness Level: Low to moderate**
* **Goals: Improve health due to doctor’s advice, lose belly fat, reduce back pain**

**Can you tell us some things about your fitness routine? When was your last time doing a workout?** I’m not very consistent. I try to walk once or twice a week or use the treadmill for 15–20 minutes. No real routine—just when I have time or feel like I need it. I don’t go to the gym. Last weekend—I walked for about 20 minutes around my neighborhood.

**What do you usually do right before and right after a workout?** Before, I just put on some music or drink water. After, I rest—maybe sit down or take a quick shower. I don’t really have a routine around it.

**Do you ever think about how many calories you’ve burned after exercising, have you ever tracked them and how?** I do think about it now and then—like, I’ll finish a walk and wonder if it actually made a difference. But I’ve never really tracked calories seriously. I tried using an app once, I think it was MyFitnessPal, but it asked for so much information and it got tiring. I didn’t really understand how to use it properly, and after a few days I just gave up. Now, I mostly just estimate or assume walking burns *some* calories, but I don’t do the math. Honestly, I’d use something if it was super simple—like if I could just say 'I walked for 20 minutes' and it gave me a rough number without making me fill in a bunch of stuff.

**What would motivate you better to stay consistent?** I think seeing progress in a simple way would help—like a weekly summary or a small achievement. Also, reminders that aren’t annoying but just keep me on track. If something showed me how even small workouts are helping my health, I’d probably stick with it more. And maybe having easy meal or snack suggestions would make the whole process feel less overwhelming

**Would you find it useful if you had to choose between some suggestions for snacks before or after your workout?** Yeah, that would actually be helpful. I’m not always sure what to eat, so having a few simple options to pick from—especially things I already have at home—would make it easier. As long as it’s quick and not too complicated.