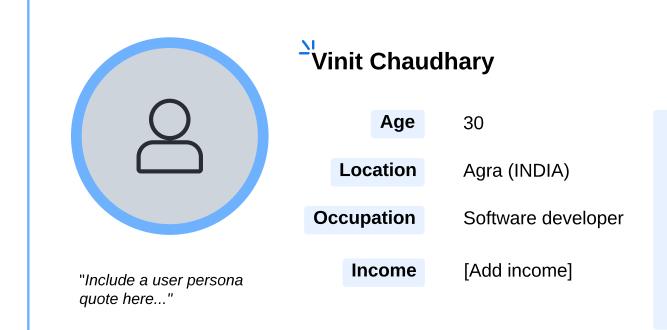
Basic information



Goals

- Stay fit and healthy.
- Weight loss.
- Imrove strenght and stamina.
- Stay motivated.

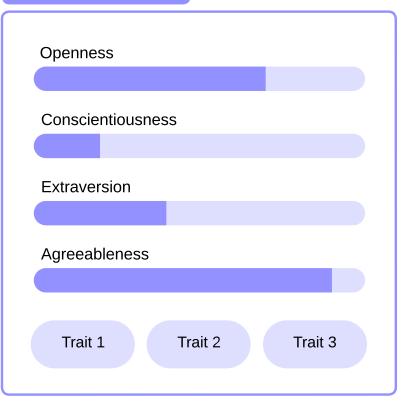
Favorite brands







Personality and traits



User journey

- Awareness and onboarding.
- Initial use.
- Regular use.
- Social Engagement and achievement.

Wants and needs

- Flexible workout plan.
- Integration with other app and devices.
- Clear tracking and progress monitoring.
- Motivational features.

Pain points

- Inflexible, rigid workout plans.
- Poor device synchronizations.
- Overwhelming, complicated interfaces.
- Lack of social engagement or motivation.