

# Personas

## Peter Dickinson

Strict  
Professional

Age: 28  
Work: Coach  
Family: Single  
Location: Melbourne, Australia  
Character: Scientific training expert



"I want to use a more scientific method to help my athletes get promoted"

### Motivation



### Goals

- Can scientifically formulate the training plan of the athletes and promote the athletes
- Track activity of each athlete
- Explore the physical limits of each athlete
- Understand the physical condition of athletes at different stage

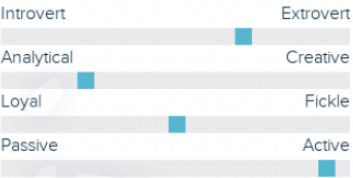
### Frustrations

- It is difficult to judge the physical condition of athletes by experience alone
- Difficult to operate an overly complex training system

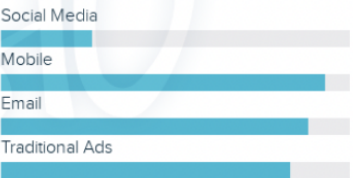
### Bio

Peter Dawn is a young coach who insists on a scientific and empirical approach to training athletes. Peter wants to get the physical and training data of the athletes to scientifically develop different training programs for each athlete.

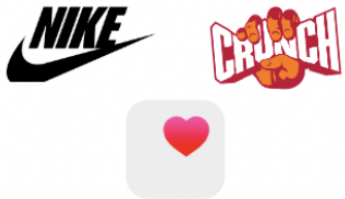
### Personality



### Preferred Channels



### Brands



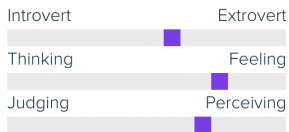
# Ben Weber



"A quotation that captures this user's personality."

Age: **23**  
Work: **footballer**  
Family: **Married**  
Location: **Sydney, Australia**  
Character: **Exocentric**

## Personality



Intuitive Harmonious family Brave

## Goals

- Study physical condition and seek breakthroughs
- Protect your body and try to avoid injuries
- Adapt to the changes of the body and constantly adjust the training plan from the training data

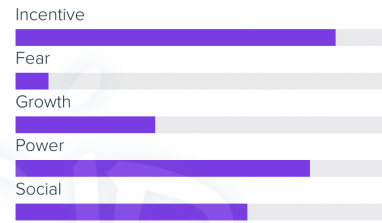
## Frustrations

- Still eager for victory and breakthrough, it may be difficult to fully follow the training plan
- There is a certain distrust of data and scientific training

## Bio

Ben Weber is a professional soccer player. He started practicing soccer at the age of 9 and has achieved great success with his talent. However, as Ben got older, he found it difficult to break through with his talent and body alone. So Ben wants to change his previous training style and develop the right data for his body by tracking his sports data. At the same time Ben has a happy family, he does not want soccer to bring him more injuries and illnesses, and can have a good physical condition to accompany his family.

## Motivation



## Brands & Influencers



## Preferred channel

