

David Moreno



David is a 29-year-old male, who works as a Personal Trainer. David is a faithful catholic person who believes in hard work and kindness. David is always seen pushing other people to start the gym.

David works daily with different people at various gyms and builds workout routines, meal plans and planning schedules for his clients.

Even in his free time, David is seen around experimenting and researching different foods and workouts. David believes in a healthy future and is always seen around preaching to god and the gym. David is very keen on giving his clients the best experience while working out, creating workout routines on a google doc and then sharing the printed copies with his older clients. To keep up with the younger generation, he sends them their weekly routines on WhatsApp.

David is always looking into apps that can help him save time and make his client's life easier, so for the last few months, David has been testing MyFitnessPal. He uses the app to record and examine the calories of different foods yet does not promote the app to his clients due to the premium membership costs.

David's work ethic and kindness is causing him to be overcome with client questions and plans, so he has been using the WhatsApp group feature to send his clients the latest information. However, David has been getting frustrated since not all his clients have WhatsApp.

More than ever, David needs to use the GainzHub web app to cater to his client's needs all at once, while being able to market himself,

John Webster



John is a 35-year-old male, with lots of experience as an accounting manager at Webster Equity Limited, a company where his father worked. He started working at his father's company at a young age.

John gets very agitated, constantly being hit with mood swings because of personal anxiety. After being hit with COVID, John chose to turn his workplace online, and continued to stay online after in-person offices started to return to normal. This gave John enough time to work on his personal projects around the house and help babysit his two daughters.

John liked to work from home, and even though he had trouble getting used to using a laptop and Zoom daily, his ability to quickly learn helped him navigate around new technology. John realised that one of the benefits from home was that it helped ease his anxiety.

John's daily routine went from waking up, getting ready for work, driving and then walking around the office helping his associates, to waking up and sitting all day in front of the computer for 9 hours. He further decided to sit and watch tv for hours, only moving to get something to eat.

John started feeling pain in his liver, and got diagnosed with a fatty liver, a common side effect from obesity, where the liver cannot control the calories anymore. John knows the solution to his problem is exercising daily to move his body again, while eating nutritious foods to help him lose weight. John decided to track his caloric intake, and ensure a workout is completed at home, logging everything in his diary. John is also looking for a personal trainer or gym buddy who can help keep him on track of his goals.

John would love to use GainzHub to keep track of everything regarding fitness, such as counting his calories, finding a gym partner, posting his achievements and especially seeing his weight progress.

Randy Ross



Randy is a 40-year-old male, who has been working as a truck driver for about 25 years. He is a very happy and shy person. He loves his life, driving a truck and listening to country music all day.

Randy works internationally due to the better income, therefore spending a lot of time driving from Canada to the US. Randy's schedule is very inconsistent, due to economic inflation and supply chain disruptions. Thus, Randy occasionally has to wait for nearly six days in one country (USA or Canada) before his next shipment is ready.

Randy is able to deal with the long and tedious drives that comes with his job due to his love of music. However, he recently started getting back problems. After visiting his doctor, he discovered that it was due to very low body movement, in addition to being seated for most of the day.

Randy had two choices: change his lifestyle or get back surgery. Thus, Randy started his fitness journey, with the aim to go to the gym at least 3-4 times a week. Given the inconsistency of his schedule, Randy needed two gym memberships, one for the US and the other for Canada. Randy was doing everything in his power to avoid getting the surgery.

Given that Randy is a shy person who is not tech-savvy, he tried to contact all his old friends to find a gym with equipment that has proper back support. He was given a few different recommendations and tried to find the best available gyms in both the US and Canada. Randy realised that he needed more than just a good gym, so he hired a personal trainer that will create a specific plan to help relieve his back pain.

GainzHub is the perfect app for Randy's goal, as he is able to find different gyms in one place, in addition to being able to connect with friends and trainers. He is able to ask his friends questions, or hire a trainer to make him a tailored workout plan.

Hana Johnston



Hana Johnston is a 34-year-old professional female Ultra-distance cycler who has won numerous tournaments in her career.

Hana is a very intelligent and caring person, but can also be shy and impatient. She has a degree in Psychology from Hamilton University.

Hana is obsessed with reading health improvement books and magazines to care for her body. She believes that small changes can add up to bigger results in the future. Hana is also very disciplined, following a strict diet and routine to be able to compete as a professional cyclist at a high level at the age of 34.

Hana's food choices are made through endless research in addition to being recommended by her physician. Hana's various meal plans and workouts are based on being able to produce her best at tournaments. Meal plans are made considering the protein, fats and carbs she needs for her specific diet (bulking, maintaining or cutting), so she is able to stay at peak fitness.

Hana keeps a record of her different workouts on the Notes app of her iPhone. She does not use a fitness application because she hates being restricted with different money-grabbing companies, combined with the countless ads that have nothing to do with her daily routine.

Hana has faith in technology, believing that there will eventually be an app which can help her record everything, as well as being able to share information with her physicians. Hana has been looking for this app for a long time, however, her impatience has prevented her from continuing the search.

GainzHub would be a great fit for Hana; providing a website without useless information, so that she can record her daily routine, workout and meal plans with one click of her mouse. The app will also be great for her career, as she can share her improvements and achievements with her fans, trainers, and physicians.

Christian Buckley



Christian is a 19-year-old student who graduated from high school last year and is now starting his political study major at the University of Canadian Law this upcoming fall.

Christian has always been health-conscious, thinking about what he eats, so that he can keep track of his calorie goals, factoring in the exercise he gets from playing numerous sports.

Christian now has 4-months before his classes start at university, so he decides to get into bodybuilding. As a teenager, Christian followed his favourite bodybuilding accounts on Instagram and learned different ways to improve his physique. Christian also tried different products from his favourite content creators and paid hundreds of dollars for different apps, but nothing helped.

After weeks of researching, Christian started building his own workouts; just after two months, he could see a difference in his physique. However, with the start of school approaching, Christian realises that The University of Canadian Law does not offer a gym nor have any sport activities.

Christian wants to continue his bodybuilding dream, and wants to start a bodybuilding club at school, finding individuals who share the same goal. Christian uses different apps such as FaceBook, Instagram, Reddit and Messenger to present his idea for a new club. He had very little luck, only finding three people, yet the UofCL requires a minimum of 8 people to start a new club.

Christian still does not want to give up his dream of bodybuilding and believes that if he keeps posting on social media everyday, he will hit the minimum group member requirement.

GainzHub could solve Christian's problem instantly, as the app will help find people around his campus with similar goals. Christian will be able to connect with these people to start his new bodybuilding club, saving himself hours of searching on different social media platforms.