



Andre Moore

Andre is a 26-year-old man working as a personal trainer at his local commercial gym. He's currently renting out a room not far from his work while he carefully saves his earnings for a downpayment on a home he plans to purchase in the near future.

Many of Andre's friends would describe him as a "fitness nut", carefully measuring out his ingredients to the gram to ensure he's achieving his macronutrient goals while never missing a day at the gym. Even his other hobbies, which include rock climbing and hiking ensure that he never goes a day without getting some exercise in.

Actively working out ever since his sophomore year of high school, Andre has developed tried-and-true methods to keep track of his diet and work-outs. Specifically, he keeps a written journal in which he precisely logs the food he eats along with the exercises he completes. Although it is all a bit cumbersome, he sticks to this method because he claims it helps him stick to his routines.

Andre has always been open to experimenting with different methods to track his fitness-related goals but has always had issues with the apps he's heard about. He doesn't want to pay a monthly subscription for basic features, nor does he want to spend an hour figuring out how to use a convoluted app. He knows exactly what routine he wants to do, so all the apps without customization options don't work for him. All of his choices seem to either lack the features he needs, or are overblown with pop-ups and other shenanigans he doesn't care for so he's so far stuck to his trusty notebook.



Tony Anderson

Tony is an 18-year-old man who just finished his first semester at the University of Toronto. Being from Kingston, Ontario, Tony currently lives on campus in a dorm with four other students. Living away from home for the first time, Tony has noticed that in the past four months he's eaten primarily junk food, takeout, and other unhealthy stuff that's caused him to put on 15 lbs.

Between studying and online gaming with his friends, Tony's schedule is tight. Although he's not a stranger to the fitness lifestyle, he struggles to keep to any routine for more than a few weeks. It's not that Tony's lazy though, he keeps on top of his chores and has never missed a day on his rigorous study schedule. When asked, Tony claims he's simply "not motivated enough to do all that fitness stuff". Unlike missing school or chores, the consequences aren't as apparent, and unlike gaming, it's not as fun, there's no competitiveness, the progression is slow, and it simply takes up too much of his time.

Being a computer science student, Tony gets excited about learning and using the latest apps with all sorts of interesting features. He's willing to give this whole fitness thing another try, but he wants to get a tool that will not only help him manage his workouts and diet, but keep him motivated, not take up too much time, and automatically give him some feedback, so he knows he's making some progress and not just wasting his effort.



Rachael Miller

Rachael is a 16-year-old girl who has just finished her sophomore year of high school. She's a highly motivated student, getting straight A's, working a part-time job at her local grocery store, along with dabbling in several hobbies. Recently, however, Rachael has started to become curious about fitness and nutrition, and although she'd like to start working out and improving her diet, she isn't sure where to start.

Most of Rachael's family and friends don't work out, and the ones that do often give contradicting or confusing advice. She has thought about going to gym classes or even having a personal trainer hired for her, but she finds the prospect quite intimidating. Instinctively, Rachael looks online for solutions for her problems but is overwhelmed by the number of choices, and when trying apps, still struggles with unintuitive interfaces and unhelpful routines that call for equipment she simply does not have access to.

Even though Rachael is still very much interested in trying the whole fitness thing out, she struggles to find an app or tool that can give advice or otherwise guide her in starting. Many existing technologies don't consider her needs, or what she has access to, and as a result, don't end up being too useful. She would also feel a lot more comfortable in her endeavours if she was able to start with a friend but once again struggles to find a system that can support this.