

David Smith

age: 35

residence: Miami, Florida

education: Bachelor of Science in Finance; Univeristy of Miami

occupation: Financial Analyst

marital status: Married with one kid.



"My busy day to day, makes working out difficult with equipment wait times"

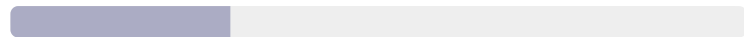
I spend my day going to work early in the morning and taking care of the kids at home immediately after, leaving me with little time to make it to the gym.

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SOCIAL NETWORK



Criteria For Success:

What I need to achive success is to eliminate the long wait times that happen after the 9-5 work day that make it difficult for me to preform my work out with my tough daily schedule.

Needs

- Less wait time
- Gym equipment
- Can fit into my schedule easily

Values

- Simplicity
- User friendly

Wants

- A balanced life
- More free time

Fears

- Takes more effort than I have time for
- Injuries
- Confusing



Ricky Smith

age: 43

residence: Richmond, Virginia

education: Masters Degree in Civil Engineering

occupation: Civil Engineer

marital status: Married with kids



"The gym is important for your health and your performance in other things."

I wake up early everyday and go to the gym, then I spend my day at work and then with my family.

Comfort With Technology

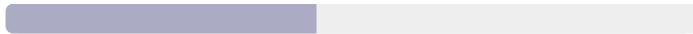
INTERNET



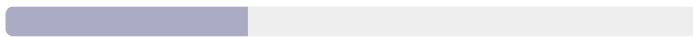
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Needs

- Better balance in and outside of work
- More time for family

Values

- Perseverance
- Integrity
- Responsibility

Criteria For Success:

For me to be successful, I need to be able to balance many aspects of my life, such as my job, my health, and my family. I need to put my priorities straight and try to use my time as efficiently as possible.

Wants

- A more efficient way to get to the gym
- More time to get to work
- To get through workouts faster

Fears

- Being unhealthy
- Being tired
- Neglecting the gym



Ryan

Ryan is a busy college student who loves working out at the gym.

However, he often finds it frustrating and time-consuming to wait in long queues for gym equipment, especially during peak hours.

He is looking for a solution that helps him optimize his gym time and ensures he can quickly access the equipment he needs.

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Problem

Your Persona struggles from this issue

Ryan struggles with long waiting times for gym equipment at his college gym.



Benefits

So they can experience these positive consequences

- Save time by minimizing waiting periods for gym equipment
- Stay motivated and focused during workouts with smooth and efficient equipment access
- Maximize workout effectiveness by having access to required equipment



Pains

And especially these negative consequences

- Wasting valuable time waiting for gym equipment
- Feeling frustrated and demotivated due to the long queues
- Missing out on effective workouts due to equipment unavailability



Trigger

This event pushed your Persona to find a solution

Ryan was pushed to actively solve his gym equipment queue problem when he spent over 30 minutes waiting for a popular weight machine only to eventually run out of time for his workout.



Goal

Your Persona wants to achieve this transformation

Ryan wants to efficiently manage his gym time and ensure quick access to the equipment he needs, enabling him to have productive and effective workout sessions.



Barriers

But these doubts slow your Persona down

- Concerns about the effectiveness and ease of using a gym equipment queuing solution
- Doubts about the cost and affordability of the solution
- Worries about the compatibility and integration of the solution with his college gym's existing infrastructure

Jeff Pearson

age: 28

residence: North Carolina

education: Bachelors Degree in Kinesiology

occupation: Personal Trainer

marital status: Single



"The gym wait times are unbearable"

I spend my day at the gym training different people. I take them through various exercises and push them to work hard and achieve their fitness goals.

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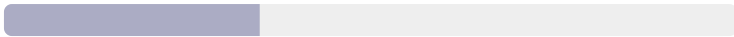
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SOCIAL NETWORK



Needs

- Gym Equipment
- Healthy food
- Clients to train
- Insurance

Values

- Motivation
- Respect
- Accountability
- Resilience

Criteria For Success:

For me to feel successful I need to have access to a gym that my clients can use as well as a strong client base for me to help.

Wants

- Flexibility in my job
- Feedback from Customers
- Recovery equipment

Fears

- Injuries
- Burnout
- Negative Reviews