Personal Trainer… Website…

A product pitch by Alanis Irizarry

The Problem

What problem does your product website solve or address?

- Many people don't know where to start with their fitness journey, or they hear personal trainer and believe it is something luxurious and inaccessible.

- When people use fitness apps most times it just lacks certain components that does not provoke audience retention.

- This website will have every aspect needed to tie in a professional personal trainer to guide any type of user from beginner to intermediate to advanced to any type of fitness goal.

Your Solution

What is your product idea, and how does your website help solve the problem?

This website is a fitness training platform designed to make professional workouts accessible to anyone, anywhere. The site will feature the trainer's proven results, demo workouts, and interactive tools that guide users through routines tailored to their needs. It is aimed at people of all backgrounds and fitness levels who want affordable, convenient, and effective training resources. The website will be easy to navigate, mobile-friendly, and promoted through social media channels.

Website Type

What type of website are you building?

- Business

- This would be the best type because it is selling a service.

Software Development Process

What software development process will you use?

- Agile

- Allows for gradual, iterative development and continuous improvement.

Target Audience

Who is the site for?

1. Marcus – The Busy Professional

- **Name:** Marcus Rivera

- **Gender:** Male

- **Age:** 28

- **Location:** Boston, MA

- **Occupation:** Financial Analyst

- **Income:** ~$75,000/year

- **Web Use:** Heavy — uses desktop at work, but relies on mobile apps/sites during commutes and after hours.

- **Reasons for Coming to the Site:**

    - Wants quick, reliable workouts he can fit into a packed schedule.

    - Needs flexibility to train at home or at the gym.

    - Looking for credible trainers with proven results.

2. Sofia – The College Student

- **Name:** Sofia Martinez

- **Gender:** Female

- **Age:** 21

- **Location:** Providence, RI

- **Occupation:** Full-time College Student (Biology major), part-time barista

- **Income:** ~$12,000/year (part-time work)

- **Web Use:** Constant — primarily mobile, active on social media, prefers quick-loading and affordable resources.

- **Reasons for Coming to the Site:**

    - Needs accessible, budget-friendly fitness guidance.

    - Wants workouts that fit into her busy school schedule.

    - Interested in sharing fitness progress on social media.

Target Audience

Who is the site for?

3. Raj – The Beginner

- **Name:** Raj Patel
- **Gender:** Male
- **Age:** 40
- **Location:** Jersey City, NJ
- **Occupation:** IT Specialist
- **Income:** ~$85,000/year
- **Web Use:** Moderate — familiar with technology but prefers simple, intuitive interfaces. Uses desktop at home and mobile on the go.
- **Reasons for Coming to the Site:**
    - Wants beginner-friendly workouts that aren't intimidating.
    - Interested in improving health and reducing stress.
    - Needs clear instructions and accessibility options (text-to-speech, captions).

4. Elena – The Returning Athlete

- **Name:** Elena Johnson
- **Gender:** Female
- **Age:** 35
- **Location:** Hartford, CT
- **Occupation:** Middle School Teacher
- **Income:** ~$60,000/year
- **Web Use:** Moderate to heavy — uses both desktop and mobile, often multitasks between grading and family responsibilities.
- **Reasons for Coming to the Site:**
    - Wants advanced workouts to regain her athletic fitness.
    - Needs flexible routines she can do around family life.
    - Interested in credible trainers and structured programs for accountability.

Key Content & Features

What will visitors find and do on the site?

- The essential pages are going to be the chat site with the trainer, the workouts laid out to follow, the home page showcasing the trainer,

- The main features will be showcasing the trainer, a meal plan, stats tracker, maybe implement some ai for some on demand advice, the workouts

- It will be an interactive experience with a trainer giving actual knowledge and feedback to help push users to their goals.

Site Map

Insert or sketch your site map.
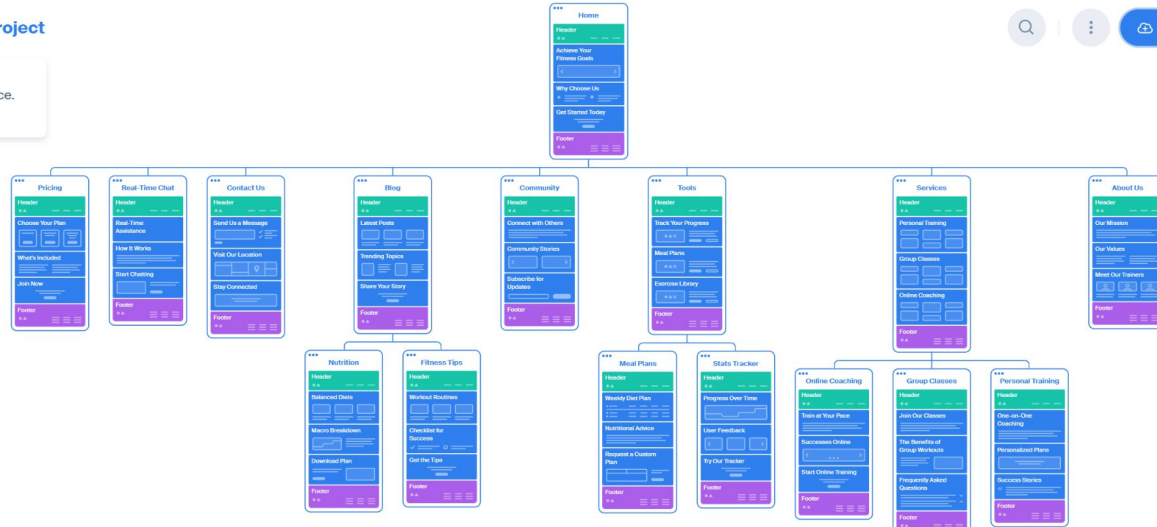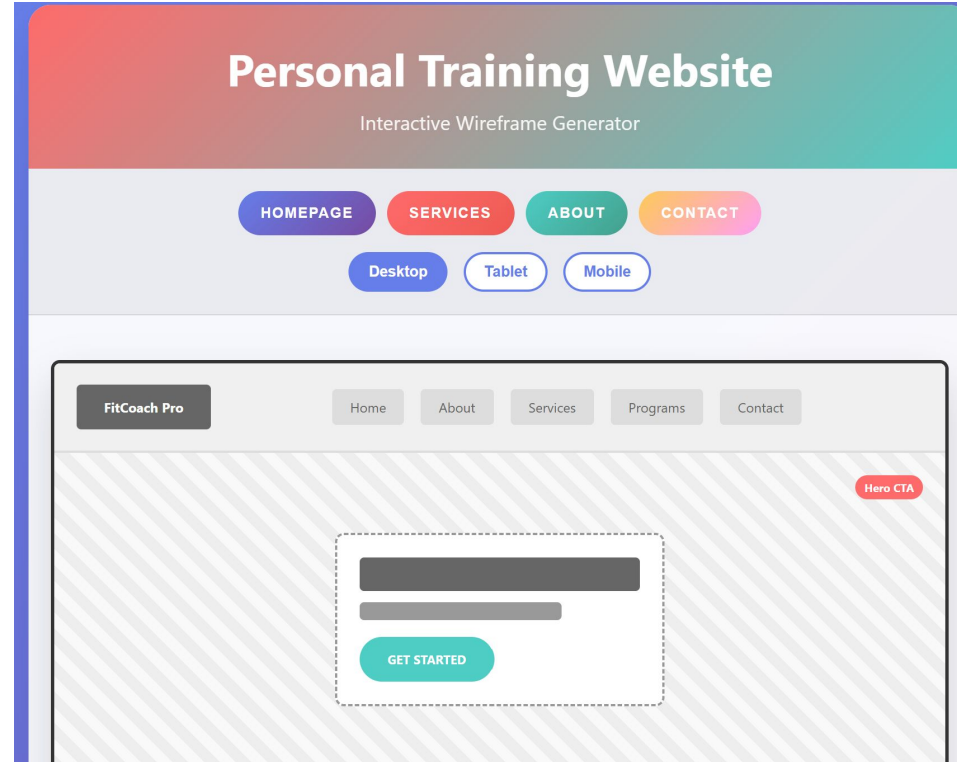
Wireframe

Insert a wireframe of your homepage.

Pitch Summary

Wrap up your pitch.

- Interactive experience: Real-time chat with a trainer for advice and accountability.
- Comprehensive tools: Workouts, meal plans, and a stats tracker to monitor progress.
- Personalization: Potential AI integration for on-demand fitness guidance
- Accessibility: Easy to use, mobile-friendly, and tailored to beginners through advanced athletes.
- Interest in digital fitness is at an all-time high, with people looking for flexible, affordable, and credible online solutions. By combining expert guidance with interactive technology, this site meets today's demand for convenience while helping users achieve their long-term fitness goals.

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?

- Are the features too much/little?

- Is the target audience well-defined?

- What would you want to see on it