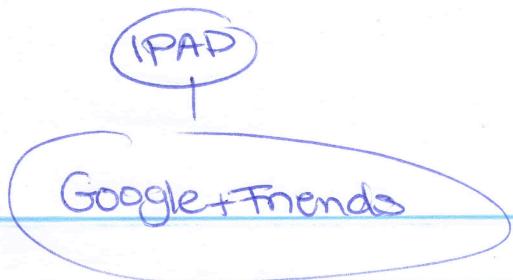


COVID



Friends ! very important

↳ workout with people

now: She has classes she likes

Issues:

- not with ppl

- so many possibilities online

Before covid

YMCA + Class w/ friends

Goals: Keep in shape

Important info:

- pictures

- someone who looks like me

- weight

Wants: have a place to clear

the noise of internet

- always free

## SEARCH

Start with Google: "arms online classes"

→ choose first one and click on site

↳ no photos - disinterested

felt overwhelmed

→ change website to "fitness arms"

↳ only found businesses - not actual workout video

→ change "online arm workout"

↳ not free so disinterested

→ choose new website

↳ looking at length of the workout to choose

↳ like videos (couple, men, women - gives info)

↳ but need to pay so she left

→ "fitness free classes" on YT

started to feel  
discouraged

↳ find a cardio workout in the end (change of plan)

①

Want to spend short time  
↳ spent way more

↙ nor often follows course  
↳ gave up on option

Not successful

during  
workout

{ She was very interested but struggled clicking on the expand button.

- Habit to pause but took time to pause on
- Had some hard time understanding some of the moves - in those cases she was less inclined to do the exercise well
- While tired, she took the video at her own pace and did not give up.

It was an intensive workout for her. Too fast and no rest

Different:

- searching is time consuming (trial and error)  
↳ not always content
- it's better effective to ask friends

She would want:

free, age, type of classes, similar to Airbnb, gender, equipment

She needs:

filters,