

Persona Development Assignment

Primary Persona

Tasha, Female, 50, Full-time Global Director of Payroll and Benefits at Fox Factory, Mother of 2, Intermediate Level

Tasha, a 50-year-old Global Director of Payroll and Benefits at Fox Factory and mother of two, has developed a steady fitness routine that fits around her demanding schedule. At an intermediate fitness level, she works out four to five times a week using a combination of weight training, cardio, and activities like pilates and jump roping. She values having a structured regimen, often using the Resilience app to track workout consistency, but adapts when her professional responsibilities intervene, sometimes shortening workouts to 20 minutes or rearranging her schedule to make space for exercise. Her overarching goals include reaching a comfortable weight, prioritizing her health as she gets older, and exploring new types of workouts that keep her engaged and motivated. What drives her is a desire to avoid the health issues that have affected her family, while also staying strong and active as she ages. Progress toward her goals serves as reinforcement, and she also finds encouragement in digital communities, as shown in her appreciation of Peloton's feature that lets users send each other "high fives" during workouts.

Even with her dedication, Tasha experiences recurring frustrations that highlight gaps in her current approach. The most pressing challenges are balancing her fitness routine with the demands of her leadership role, remembering to log her workouts and intake data, and lacking an app that provides proactive reminders to track progress consistently. These difficulties often surface during hectic workweeks, when her attention is pulled in multiple directions. While she prefers to exercise on her own rather than in-person with others, she values the sense of accountability and connection that comes through virtual platforms, which she explains in her quote, "You would see all your Peloton friends online...connect with them, and that way while you're riding the bike and they're riding the bike, y'all can give each other [virtual] high fives...Something else to keep you riding on that thing." This illustrates how digital interaction encourages her, even though she doesn't prefer working out in-person with others. For her, the ideal solution would be an app that reduces the mental burden of remembering to track details through providing timely nudges and easy-to-use tools, allowing her to focus on maintaining consistency and achieving her long-term health goals.

Secondary Persona

Jillian, Female, 22, Postgrad/Flex employee at Joe and the Juice, Beginner Level

Jillian, a 22-year-old postgraduate and flex employee at Joe and the Juice, is in the early stages of her fitness journey and steadily building habits that support her long-term health goals. At a beginner level, she recently shifted her focus from cardio to strength training and now follows a three-day workout split. Her primary goals are to achieve body recomposition, improve her mile time and endurance, and maintain an overall healthier lifestyle. To keep herself accountable, she leans on personal relationships—her sister checks in regularly, and she exchanges progress updates and photos with her line sister, which gives her an extra push to stay consistent with workouts. These interpersonal connections, along with her commitment to gradual progress, drive her motivation and shape how she approaches fitness.

Her current behaviors demonstrate a balanced mix of discipline and self-compassion. Jillian tracks her improvement through measurable milestones such as faster mile times and increased weight lifted, often using the Nike Run Club app to log runs and monitor endurance gains. She is intentional about celebrating small wins, which reinforces her confidence, and takes setbacks in stride by reminding herself that progress is still being made even if it means scaling back. As she described, “The way I deal with it, it’s not more like ‘oh, I feel defeated’, but more like ‘these things happen’ and being real with myself...I kind of feel like exercise is exercise, so even if I have to go back down on my reps, I’m still burning calories.” This mindset highlights her resilience and flexibility. Still, Jillian faces challenges that point to opportunities for better support. Some of her main frustrations include not knowing how many calories she burns during her workouts, difficulty finding alternative exercises that suit her level and body type, and struggles with consistency during busy or early workdays. She values tools that offer both personalization and encouragement, suggesting features such as calorie burn estimates tied to workout logs and affirmations delivered after completing a session.

When viewed alongside someone like Tasha, Jillian’s perspective reveals the importance of designing an app that can support users across age groups and experience levels. Where Tasha needs structured reminders and progress tracking to manage fitness amid a demanding career, Jillian benefits from positive reinforcement, accountability, and guidance that builds confidence. Together, their experiences emphasize that an effective fitness app should adapt to diverse lifestyles, motivations, and stages in the workout journey.

Research Integration Summary

To make sense of my research, I recorded all interviews using my voice memo app and then pulled key ideas from the transcripts into my notes. Since each interview lasted 30–45 minutes, I found it most effective to extract the most relevant details, such as motivations, goals, and frustrations, rather than focusing on the entirety of the conversation. Breaking the data down this way helped me identify recurring themes and think more clearly about how those details could shape potential app features. Turning these notes into personas was also useful, because it transformed long transcripts into digestible profiles that highlighted what mattered most for the potential design more than it did while it was still in bullet points. Across the interviewees, several patterns emerged. Many relied on social media for workout inspiration and motivation, preferred a structured schedule or workout split, and made an effort to fit in shorter workouts when time was limited. They also expressed interest in visualizing their progress through charts or graphs. These patterns held true across age groups, fitness levels, and personal goals, which made them stand out as core themes.

The most difficult part of creating the personas from the interview notes was deciding which pieces of information to keep in the personas, since I had so much material. Simplifying and grouping the data helped me avoid confusion and focus on what would guide app development. My earlier problem space analysis gave me direction for shaping questions, while the interviews grounded those ideas in real experiences. What surprised me most was how much the interviews expanded my initial vision through the interviewees suggesting their needs/wants and different features I hadn't considered, which ultimately sharpened my understanding of the problem space. Overall, this process emphasized what features I need to consider most when going into the design process and how to create a balanced app that caters to diverse user types, ensuring it can support both beginners and more experienced users in meaningful ways. It also helped me figure out how I can make the “gamey” features that I was planning on work for everyone, whether that be through it being another way to quantify their growth and personally affirm themselves, build virtual connections and communities, or competitiveness and sharing with friends.