Name

Yasmina Maks

Behaviours

What the user does now and why?
uses a pen-and-paper filing system to register members and manage classes:
When a member is registered, their name is put on an index card, which is filed alphabetically.
Fitness classes are written on a whiteboard, and members' names and IDs are written on this board. The names can be deleted when needed.

Yasmina does it this way because she wants to quickly visual the fitness classes.

Demographics

Age: 25
Education: trained as a personal trainer
trained in customer service and customer needs analysis (so can ask potential members relevant questions such as health, what sort of fitness classes would be suitable).

Adding members is not her main job (she is one of the fitness instructors). It is helpful for her to know which members are attending her classes, so she can say hello to each of them by name.

Needs and goals

What does the user want and why?
ability to quickly create, view, update and delete members
ability to quickly create, view, update and delete fitness classes
ability to add members to fitness classes
ability to view all upcoming classes
ability to view which members are registered for a specific class.

She wants this in order to keep track of memberships and fitness classes, to make sure that classes do not get overbooked (due to safety requirements), and to take registers of classes (so that people can't just turn up without registering.

PAIN POINTS:
It annoys Yasmina when the information about fitness classes is incorrect. For example, if a class is overbooked, she has to turn some members away. Alternatively, when a member cancels a fitness class and their name is not deleted from the class list, the class appears to be full but isn't. This means other members lose the opportunity to book the class.