User 1: Casual Carina

A person with dark hair

Description automatically generated with low confidence

Bio:

Carina is a 24-year-old woman, living in San Diego California. She works as a schoolteacher at a local high school and makes about 55,000 a year. Carina is of thin body type, and leads a relatively good diet, but always feels like she should be more physically active. Carina has a hard time sticking to a consistent gym schedule. She really likes going but getting there is always the problem.

Goals:

Carian is mostly content with her weight; she would like to get more toned and show off a little bit more muscle. She doesn’t make enough to pay for the gym membership and another 100-200 dollars on a personal trainer a month. She has been looking for something to help her get to the gym more consistently that will not break the bank.

Technology:

Carina is up to date with technology. She has a macbook pro , an ipad and an iphone at home that she uses consistently.

User 2: Enthusiast Eric

A person wearing a hat

Description automatically generated with medium confidence

Bio:

Eric is a young 32-year-old man, working as a civil engineer. When he is not at work, Eric loves being highly active, and enjoys doing outside sports. Above all, Eric loves going to the gym. He is of lean weight but has always wanted to get into body lifting or powerlifting. This year he has decided that he needs to start doing so.

Goals:

Eric is highly self-motivated, but is looking for a platform to help him chart his progress over time. Eric is also very into weightlifting form and needs something that will guide him though the necessary workouts.

Technology:

Eric doesn’t believe in having a computer at home. He does however have his iphone 11 on him all the time.

User 3: Medical Mike

A person wearing glasses

Description automatically generated with medium confidence

Bio:

Mike is a 44-year-old male who has works as a lawyer. Mike has recently received bad news from his doctor that he has gained too much weight in the past year and is at risk for pre-diabetes. Mike’s doctor has put him on a strict diet, as has told mike that he needs to start taking up physical activity. Mike is not an avid gym goer and has never been. Mike is worried that

Goals:

Mike needs to lose at least 40 pounds according to his doctor. Keeping a strict diet is already hard enough, but mike needs to create a fitness plan as well that will help him achieve his fitness goal to get in better health. Mike is looking for a platform that will help him keep a fixed workout schedule, needs to chart his weight loss, and should ideally remind him and motivate him to keep going.

Technology:

Mike has access to a PC computer and an Android phone at home.