Athlete Aaron­­

­­­Background:

* Police Officer
* BS in Criminal Justice
* Married with 4 children (kids ages: 2, 5, 9. 12)

Demographics:

* Male, 34 years old
* Dual family income of $120,000
* Lives in the suburbs

Identifiers:

* Not super tech savvy
* Strong community relationships
* Coaches kid’s sports teams
* Needs to stay fit for his job
* Wants to be able to keep up with his kids
* Wants to support his active lifestyle

Goals:

* To schedule/reserve a spot in class

Box Owner Bob

­­­Background:

* Owns 2 CrossFit affiliates (gyms) with 398 members, 15 staff members
* Started his first gym 5 years ago, second gym 3 years ago
* BS in Sports Management, MBA
* Married with 3 children (ages: 7, 18, 20)

Demographics:

* Male, 44 years old
* Dual family income of $165,000

Identifiers:

* Tech and business savvy
* Willing to put in long hours to see his business succeed
* Wants to see his members succeed in their fitness/health goals

Motivations:

* Manage members for efficiently, and all within a single application

Goals:

* To track member attendance

Elite Elise

­­­Background:

* Competitive CrossFit athlete
* Trains 6+ hours a day
* Full time college student

Demographics:

* Female, 21 years old
* Full time college student and athlete, no job
* Sponsored by several nutrition and apparel companies

Identifiers:

* Tech Savvy
* Extremely motivated and passionate
* Not afraid of hard work

Goals:

* To journal and track workout performance