



Name: Simbarashe Madziya

Age: 22

Location: Hartcliff, Harare, Zimbabwe

Background: Simba was in middle class family with both of his parents. His parents later on divorced when he was teenage which affected him but he did not want them to know as he was a first born and believed he had to be strong. He developed an interest in gym which was only supposed to help with his depression due to his parents divorcing. He ended up loving the sport and wanted to become a body building champion

User Experience with Gym Gloves: Simba was approached to test prototypes of gym gloves by local sports equipment company. Being an active gym rat himself, he was excited about the opportunity to provide feedback on products designed to enhance workout experience. Throughout the testing phase, Simba noted the comfort, durability, grip and overall performance of each prototype. He provided detailed feedback to the company, helping them refine their designs to better meet customer needs.

Goals: He wants to achieve his fitness goals and build muscle mass. Simba also wants to find high-quality gym accessories that enhance his performance and prevent injuries during workout. In addition to contribute on the improvement of fitness equipment through valuable feedback and user testing.

Challenges: He explained it was hard to find reliable gym accessories and gym facilities in Harare. Simba also had a challenge to deal with muscle soreness and fatigue from intense workout.

Behaviors: Simba is so interested in finding the new fitness trends and products to improve his workout routine. In addition he is active in online workout communities to share experiences and learn from others. To add more Simba provides feedback based on his user experience with gym gloves and other fitness equipment.

Interview Experience: During the interview, Simba was excited to share his experiences with each prototype he tested. He spoke in passion about the importance of proper gym wear in increasing workout efficiency and preventing injuries. His insights were invaluable to the company, his feedback played a crucial role in the development of their final product