Simple Strength

User Personas: Re-Design

Beginner Barrett

Barrett is just starting out with strength training, and is having a hard time finding a workout routine that works for him. The programs he finds online are often complicated, and leave him sore for many days after each session.

Barrett wants to workout more than once a week, so he can stop being sore and start to see results.

- Male, 20 years old
- Little to no prior training
- Uses web applications daily
- Values inclusiveness
- Dislikes "gatekeeping"
- Needs a workout he can comfortably complete and recover from quickly

Beginner Barrett, cont.

Stretch Feature Interaction:

As an absolute beginner, Barrett has no idea how he's supposed to fuel his body for his workouts. The stretch feature **Nutrition Calculator** will help him to get on track with his eating habits by showing him how much to eat, and breaking down the macronutrients for him. By eating the right foods in the right amount, Barrett will be able to recover from training sessions more effectively, helping him to build up his strength and achieve his fitness goals.

Barrett will also make use of the **Rest Timer** to help keep his training sessions moving, while allowing the right amount of time between sets to prevent injury.

Forgetful Fran

Fran has been strength training regularly for about a year. One problem that always affects her gym performance is failing to remember the weight she's meant to work with.

Fran wants to use a simple, overload-focused approach to her training, and needs a way to keep track of what she's doing.

- Female, 32 years old
- Some strength training experience
- Familiar with web applications
- Values ease-of-use
- Dislikes complicated workout programs
- Needs a simple way to keep track of her current working weight on major lifts

Forgetful Fran, cont.

Stretch Feature Interaction:

Fran knows her way around both the gym and the kitchen, and thus doesn't have need for a nutrition calculator or rest timer. However, the **Progress Pictures** stretch feature can help her visualize her progress in the app. By taking a "Before" picture at the outset of her current strength training regimen, and subsequently updating her "After" picture as the weeks go by, Fran can see the muscle that she's building in picture form. As an added bonus, she can choose to share her progress pictures on social media right from the app.

Burned-Out Bernie

Bernie is a veteran powerlifter, with over 20 years of weightlifting experience under his belt. An injury forced him to take a break from the gym, and he is finding it hard to motivate himself to return and build back his strength.

Bernie wants a workout program that will help him regain his strength incrementally, without pushing him to the point of re-injury.

- Male, 45 years old
- Strength training expert
- Not very used to web applications
- Values structured workouts
- Dislikes strength training gimmicks
- Needs a workout that starts low-intensity, and grows with him as he regains strength

Burned-Out Bernie, cont.

Stretch Feature Interaction:

Bernie is a skilled weightlifter, but sometimes can be distracted talking to his gym buddies. The **Rest Timer** stretch feature will notify him when his desired rest period is up, helping keep things moving at the gym. Adequately resting between sets is important to prevent injury, but resting too long can impact the intensity of a workout and impede strength gain. Using this stretch feature, Bernie can ensure that he's hitting the sweet spot when it comes to rest between sets.