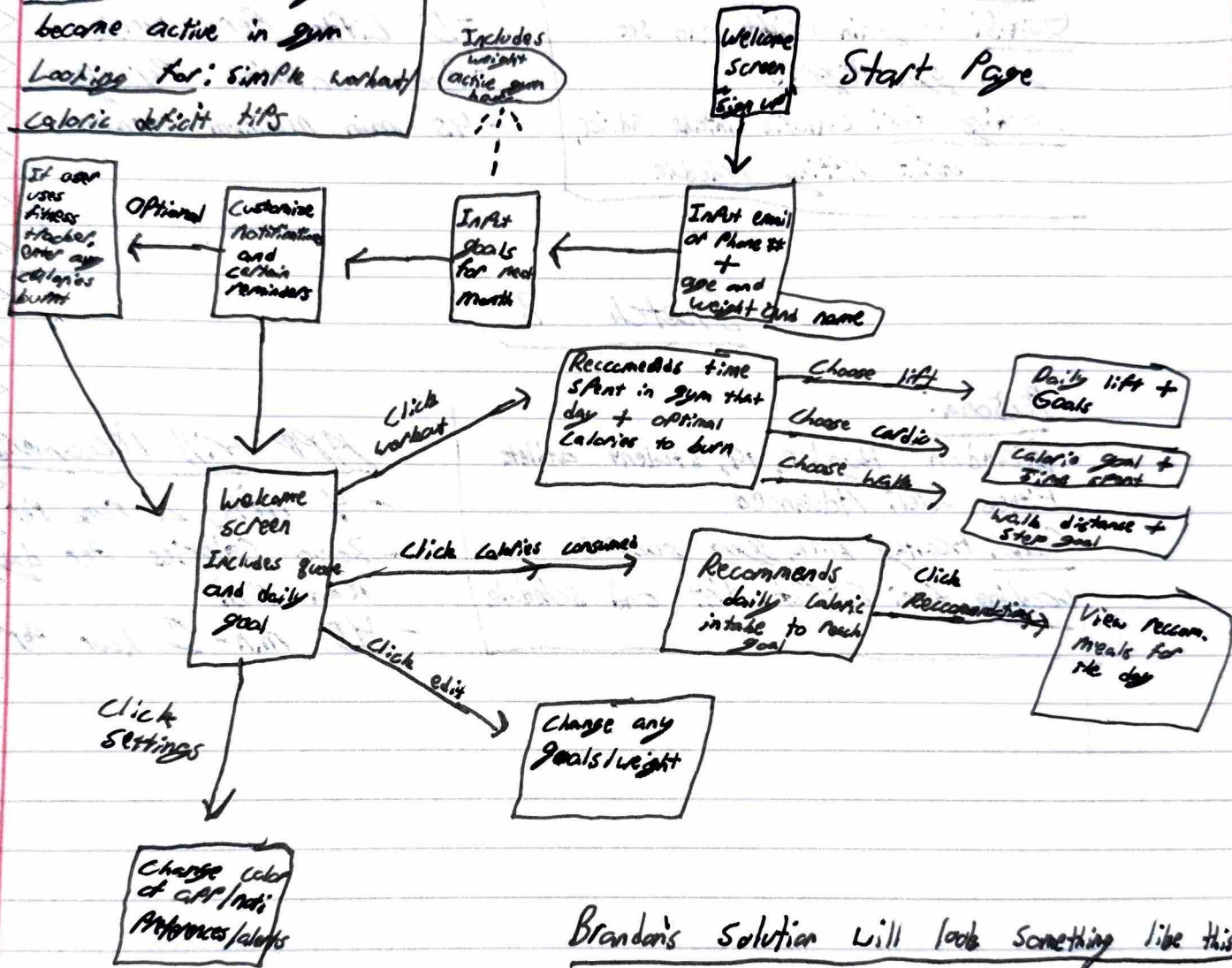


Sketch 2

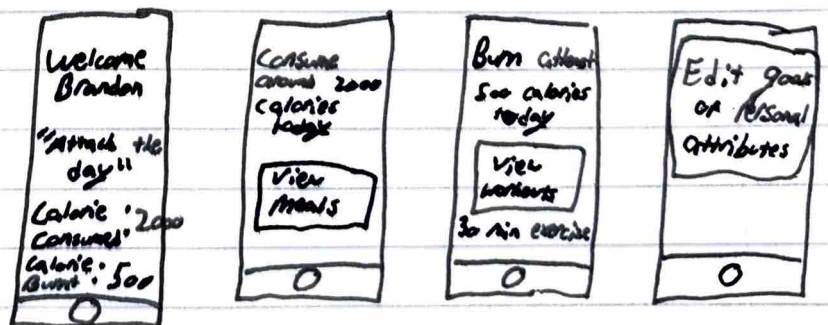
Persona:

Brandon Cobb, 21, college student
Fitness level: Beginner
Goals: To lose weight and become active in gym
Looking for: simple workout, caloric deficit tips

Wireframe of APP



Brandon's solution will look something like this:



Sketch 2

Persona:

Take Rivers, 25, Software Engineer

Fitness level: Intermediate

Goals: To gain weight and see
good gym progress

Looking for: Caloric intake advice,
strict lifting schedule

APP Will Recommend:

- 5 Lifts Per Week
- 3000 Calories Per day
- 45 min minimum workout

Sketch 3

Persona:

Branden Hughes, 19, student athlete

Fitness level: Advanced

Goals: Healthy bulk, gym success

Looking for: strict diet and schedule

APP Will Recommend:

- 4 lifts, 2 runs Per week
- 3000 Calories Per day of
lean food
- 45 min - 1 hour Per lift/jog