



„ Every rep takes me closer to my goal ”

Arjun Mehta

Software Developer

Location: Pune, India

Age: 28

Education: B.E. Computer Science

Bio

Arjun Mehta is a 26-year-old software developer from Pune who spends most of his day at a desk. Despite his busy schedule, he's passionate about staying fit and healthy. He prefers structured workout plans, tracks his progress using fitness apps, and values simplicity and motivation in his fitness journey.

Frustrations

- *Long working hours make it hard to find workout time*
- *Gets confused by apps with too many complex features*
- *Finds it difficult to stay motivated without a fitness community*

Goals

- *Build muscle and maintain a healthy lifestyle*
- *Track workouts, diet, and progress in one place*
- *Get personalized workout plans that fit a busy IT schedule*

Motivations

- *Wants to stay fit, increase energy levels, and reduce stress*
- *Enjoys hitting fitness milestones and seeing measurable progress*

Behaviors

- *Works out 4–5 times a week, mostly early mornings or after work*
- *Uses smartphone apps and smartwatch to track fitness*