

Bubbly Lucy by Diana Sen

age: 29

residence: New Jersey

education: Bachelor's in Psychology

occupation: Social Worker

marital status: Single



"Do not waste your time, spend it wisely"

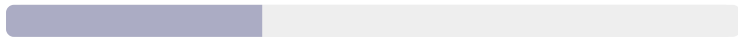
Works mainly at the desk, without moving too much. Usually she notices herself snacking in the middle of the workday. She has never been active/ sporty person. Currently she wants to become more active in order to change way she looks. Since she has never been to the gym she is not sure how to properly workout.

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INTERNET



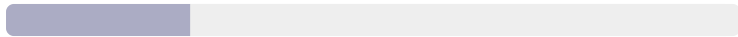
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Lucy wants to look different and stay overall healthy.

Needs

- Workout plan that would show her right way to perform certain workouts.
- Workout plan that would work with her lifestyle.

Values

- Quality of her time.

Wants

- Wants to have better look.
- Want to have her image represent womanly appearance.

Fears

- Feel like spending too much time at the gym will hurt her.
- Thinks that what ever she does in the gym will not end up right.

Cindy Miller by Jackson Trigiani

age: 32

residence: VA

education: Masters Degree (MBA)

occupation: Owner of 3 Chick-fil-A Franchises

marital status: Married



"This small setback gives me the opportunity to be stronger than before."

Cindy severely injured her leg and had to have surgery to repair the broken bones. She has just completed the PT program assigned to her by her surgeon but she is not quite at full strength. In addition to continuing the PT exercises on her own, she wants to add more variation and movements to her workouts. During the week, Cindy is very busy managing her three businesses and usually only has time for a short workout in the mornings. On the weekends, she likes be active and get outdoors with her husband and children. They often enjoy hiking and boating at the nearby lake.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Cindy will feel successful if she can recover the fitness level she had prior to her injury. She wants to stay active and fit as she gets older.

Needs

- Short workouts to fit in the morning or evenings of work week
- Detailed instructions/guidance on form
- Exercises targeted to strengthening leg

Wants

- Quick and easy way to find new exercises
- Week- or month-long programs with daily routines
- Six-pack abs

Values

- Hard work
- Maintaining health and fitness
- Family time

Fears

- Re-injuring her leg
- Not being able to keep up with her kids
- Chick-fil-A running out of chicken



Seymour Gaynes by Doug Stokes

age: 67

residence: Austin, Texas

education: Bachelor Degree

occupation: Accountant

marital status: married with 2 kids



I ain't getting any younger...

Seymour is a career accountant that loves his job. His soft-spoken nature and friendly personality has served him well in forming relationships with others. Sadly, as he begins to enter his twilight years, he has experienced an increase in muscle and joint pain. He has not routinely exercised in several decades. His doctor has recommended that he exercise frequently in order to help reduce his pain.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Seymour needs to be able to get back into the habit of exercising, and easily identify the correct exercises to relieve his pain the best.

Needs

- Targeted exercises that focus on specific muscle groups
- Low intensity

Wants

- A fitness plan that will gradually allow him to do more intensive exercises
- A way to easily know when he should exercise

Values

- Wishes to be as healthy as possible to best serve his family, who he values more than anything else
- Hard work and perseverance

Fears

- Getting older and no longer being able to do what he loves
- How he will fill his time once he retires and no longer has a job

 MOBILITY LABS

Big Boy Bernie (Thomas Vu)

age: 20-30

residence: Massachusetts

education: Bachelor's in Psychology

occupation: Therapist

marital status: Single



"What do we do with our feelings? We hide them in our muscles."

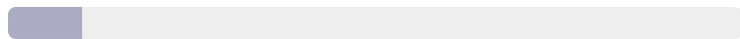
Bernie became a therapist to help others recover from trauma and deal with their emotions; however, as the years went by he started to question his own life choices which lead to a great deal of stress and a loss of control over his emotions. The last straw was when one of his patients called him an old man. In response he impulsively threw a chair across the room. After several hours of apologizing to his patient as well as his neighbor, he decided that he should better manage his stress by through weightlifting. Bernie already works out 8+ hours a week, but he is in search of a more intensive routine to better develop his muscles.

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SOCIAL NETWORK



Criteria For Success:

Using sublimation as a defense mechanism to deal stress and emotions. Emotional impulses are directed towards weightlifting.

Needs

- Workout routine that requires the use of high weights with low reps to build muscle.

Values

- Social Image
- Reputation as a therapist

Wants

- Wants large and well defined muscles
- Wants to relieve stress and emotions

Fears

- Fear of lashing out at others from buildup of stress and emotions
- Negative judgement from others

Brian James (Vijay Tripathi)

age: 19

residence: Austin, TX

education: College Freshman

occupation: Student

marital status: Single



Get swole bro

Brian is a 19 year old freshman in college studying communications. He doesn't have much previous workout experience in gyms and wants to try out his university gym. He's in a fraternity, so he has pressure to workout to attract girls. He feels self-conscious in public spaces, so he wants to make sure that he's using the machines correctly.

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MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Seeing visible muscle growth and feeling healthier overall

Regularly going to gym

Needs

- Feel confident in form on machines
- Muscle growth and tone
- Workout supplements
- Different workout types

Values

- Friends
- Fun
- Health
- School

Wants

- Compete with and out-perform his fraternity brothers
- Connect data to his Apple Watch
- Free access to app

Fears

- Self-conscious in public spaces
- Won't be an alpha
- Won't get girls