

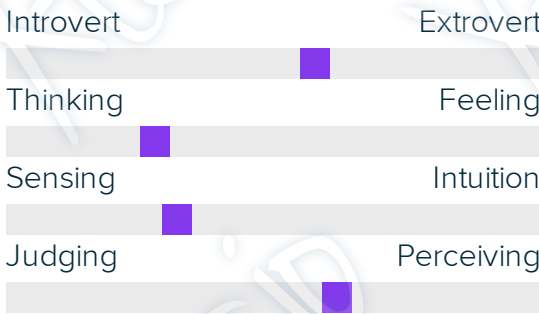
Matt Andrews



"Every lift, every meal, every day counts."

Age: **29**
Work: **Financial Analyst**
Family: **Single**
Location: **Chicago, Illinois**
Character: **The Achiever**

Personality



- Determined
- Disciplined
- Healthy
- Passionate

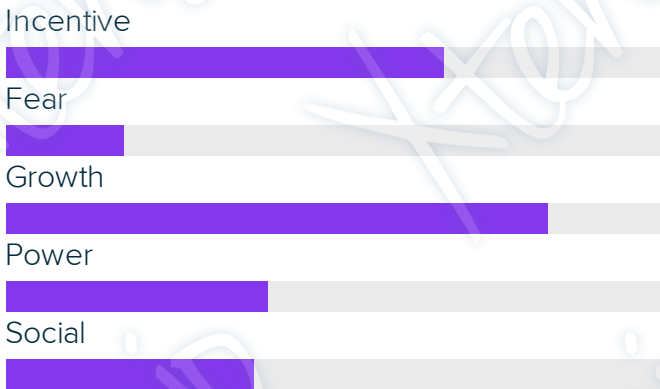
Goals

- Optimize his workout routines to grow in muscle and strength.
- Maintain a consistent training schedule despite a busy professional life.
- Track progress over time, focusing on lifting heavier weights over time. (Progressive overload)
- Gain 5 lbs of lean muscle in a year.
- Dial in his nutrition to support his physique goals.

Bio

Matt is a Financial Analyst by the day and a bodybuilder by night. He has been a competitive natural bodybuilder for over 5 years. He participates in regional bodybuilding competitions in hopes to advance to national levels. His busy schedule as a financial analyst makes it important to him to have a structured and efficient workout plan. He sometimes doesn't have time to prepare for the gym, which makes him dissatisfied with his workouts.

Motivation



Frustrations

- Existing fitness apps do not offer enough customization, often providing only generic workout plans.
- Creating Excel workbooks for tracking workouts is too time-consuming.
- Carrying a physical journal around the gym is very inconvenient.
- Trouble monitoring long-term progress since he manually reviews past workouts to see improvements.

Brands



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