User Personas - Fitness Web Application

This is a document detailing user personas used in the development process of a Fitness Web Application project intended for use as a part of the „Human-Computer Interaction“ course on FESB.  
  
These personas were generated with the help of OpenAI.  
  
Prompts used for AI generation

Generation was started by first asking for a brief explanation of the term user personas using the following prompt:

* Hello there. I'm developing a web application and am at the stage of creating User Personas. Can you explain to me what User Personas are

After that the first three personas were generated using the following prompt:

* Can you now create some user personas for me based on the following data:   
  My web application will be a fitness web app which offers detailed guides and descriptions on how to perform certain excercises. These guides will be bundled together in different packages which are offered to users.

The collection was then expanded to include two more personas using the following prompt:

* These are great, but I'm noticing a lack of age variety. Could you add couple more personas with varying age.

Lastly, some images were generated to visualy represent each persona:

* can you generate some AI photos for each of the user personas

# User Personas

The following are the created user personas in the order they were generated in:  
  
**User Persona 1: "Fitness Newbie"**

**Name**: Emma Greene  
**Age**: 26  
**Occupation**: Marketing Assistant  
**Location**: Urban area  
**Fitness Level**: Beginner  
**Device Preference**: Smartphone

**Image Representation:**

Slika na kojoj se prikazuje osoba, odijevanje, Ljudsko lice, trbuh 

Opis je automatski generiran

**Background**

Emma has recently started taking an interest in fitness. She’s never had a consistent workout routine but wants to improve her strength and fitness level. Her work hours are long, and she struggles to find time to go to the gym, so she’s looking for ways to work out from home. She’s also a bit intimidated by advanced fitness content and needs clear, beginner-friendly guidance.

**Goals**

* Build a consistent workout routine.
* Learn how to perform basic exercises safely and correctly.
* Increase her strength and stamina gradually.

**Pain Points**

* Feels overwhelmed by the amount of information online and doesn’t know where to start.
* Finds it hard to understand exercise descriptions without visual guidance.
* Lacks motivation and struggles to stay consistent.

**Motivations**

* Wants to feel more confident in her fitness journey.
* Hopes to eventually transition to intermediate exercises and build a stronger foundation.
* Enjoys a sense of accomplishment and progress.

**What She Needs**

* Beginner-friendly guides with visual aids (e.g., video demos).
* Structured workout plans to follow and track progress.
* Notifications or reminders to stay consistent with her routine.

### **User Persona 2: "Weekend Warrior"**

**Name**: Mike Sanchez  
**Age**: 35  
**Occupation**: Project Manager  
**Location**: Suburban area  
**Fitness Level**: Intermediate  
**Device Preference**: Tablet and Laptop

**Image Representation:**

Slika na kojoj se prikazuje osoba, Fizička kondicija, mišić, oprema za vježbanje

Opis je automatski generiran

**Background**

Mike is a fitness enthusiast who works out regularly on weekends and sometimes after work if time permits. He enjoys staying active but lacks a structured program. His main focus is on improving his technique and trying new exercises that fit into his busy schedule. He prefers workouts he can do at home or in the office gym during breaks.

**Goals**

* Improve technique and avoid injury.
* Discover new exercises to keep his routine fresh.
* Make the most of his limited workout time.

**Pain Points**

* Doesn’t have the time to research exercises in-depth.
* Often repeats the same exercises and feels his progress has plateaued.
* Lacks variety and wants to avoid injury due to poor form.

**Motivations**

* Enjoys seeing tangible improvements in fitness and strength.
* Wants to maintain a high energy level for both work and personal life.
* Values health as an investment for the future.

**What He Needs**

* Intermediate-level packages focused on variety and new techniques.
* Clear, descriptive guides for each exercise to ensure correct form.
* Options for short, efficient workouts to fit his schedule.

### **User Persona 3: "Fitness Pro"**

**Name:** Lisa Chen **Age:** 29 **Occupation:** Personal Trainer and Fitness Blogger **Location:** Metropolitan area **Fitness Level:** Advanced **Device Preference:** Smartphone and Laptop

**Image Representation:**

**Slika na kojoj se prikazuje osoba, odijevanje, Ljudsko lice, rame

Opis je automatski generiran**

**Background**

Lisa is an experienced fitness professional who is always looking for new resources to stay up-to-date with fitness trends and broaden her repertoire. She frequently recommends resources to her clients and followers, so she’s interested in high-quality, authoritative guides that offer depth and advanced techniques. She’s very comfortable with fitness jargon and already knows how to perform most exercises but seeks innovation.

**Goals**

* Discover unique exercises to incorporate into her training sessions.
* Access advanced workouts and niche training styles.
* Share reliable resources with her followers and clients.

**Pain Points**

* Finds many fitness apps too basic or redundant for her needs.
* Struggles to find reputable sources with advanced, accurate content.
* Needs exercises that cater to both her advanced level and clients’ diverse needs.

**Motivations**

* Passionate about fitness and committed to lifelong learning.
* Motivated by the prospect of helping clients achieve their best results.
* Enjoys contributing to the fitness community and gaining professional credibility.

**What She Needs**

* Advanced, in-depth guides with new exercises and workout ideas.
* Packages tailored to niche training, such as HIIT, plyometrics, or sport-specific training.
* Ability to filter content for various skill levels so she can recommend them to clients.

### **User Persona 4: "Healthy Retiree"**

**Name**: James Thompson  
**Age**: 63  
**Occupation**: Retired Engineer  
**Location**: Rural area  
**Fitness Level**: Beginner to Intermediate  
**Device Preference**: Tablet and Laptop

**Image Representation:**

**Slika na kojoj se prikazuje osoba, Ljudsko lice, odijevanje, osmijeh

Opis je automatski generiran**

**Background**

James recently retired and is focused on maintaining his health to enjoy his retirement years. He’s interested in low-impact exercises that improve flexibility, balance, and general strength, as he wants to remain active and independent. Although he’s tech-savvy, he prefers straightforward, easy-to-navigate apps without too many distractions.

**Goals**

* Increase flexibility and maintain joint health.
* Improve balance and coordination to prevent falls.
* Build a sustainable, low-impact fitness routine.

**Pain Points**

* Finds most fitness apps tailored to younger, more active users.
* Needs exercises that are low-impact to avoid joint strain or injury.
* Finds it difficult to stay motivated without a structured plan.

**Motivations**

* Wants to stay fit and independent for as long as possible.
* Enjoys seeing improvements in mobility and strength.
* Values fitness as a way to maintain energy and socialize with others.

**What He Needs**

* Low-impact fitness guides with an emphasis on flexibility and balance.
* Clear instructions with an easy-to-use interface that’s not overwhelming.
* Age-appropriate workout packages, such as yoga or gentle strength training.

### **User Persona 5: "Busy Parent"**

**Name**: Sarah Patel  
**Age**: 42  
**Occupation**: High School Teacher  
**Location**: Suburban area  
**Fitness Level**: Intermediate  
**Device Preference**: Smartphone

**Image Representation:**

**Slika na kojoj se prikazuje osoba, Ljudsko lice, vanjski, odijevanje

Opis je automatski generiran**

**Background**

Sarah is a mother of two and has a busy teaching schedule. She enjoys staying active but struggles to find time for long workouts, so she needs quick, efficient routines she can fit in between parenting and work. Her main goal is to maintain her fitness level and manage stress. She values mental clarity and energy just as much as physical fitness.

**Goals**

* Maintain physical fitness and reduce stress.
* Fit short workouts into her busy daily routine.
* Find exercises that require minimal equipment.

**Pain Points**

* Has limited time due to parenting and work commitments.
* Finds it hard to stick to a routine when juggling multiple responsibilities.
* Needs workouts that can be done from home without a lot of setup.

**Motivations**

* Staying healthy to keep up with her kids.
* Wants a mental break from daily stress.
* Values efficiency and simplicity in her fitness approach.

**What She Needs**

* Short, time-efficient workouts (e.g., 10-20 minutes).
* Home-based workouts that require little to no equipment.
* Options for stress-relief exercises like yoga or stretching sessions.