User Goals

 How will your users understand the content of the project?
The users will understand the content of the project with the question and answer interaction.

How will your users understand the primary objectives?
I think the users will understand the primary objective by the button that says "Find me a coach" or "Find me clients".

What content and features do your users need, and in what form do they need it?
The user will answer several questions based on their lifestyle. The coach will answer questions based on their coaching style. This will be in the form of a form.

How do your users think your interactive projects should work and what are their experience levels with the type of media you are creating?
The users should think the interactive project should work based on a question and answer form. After their answers are in, the project will generate a list of coaches based on their preferences. This should not require much experience as it is simply a ask and answer form.