



Wanda is a mother whose only child went off to college. She wants to get back into working out and getting in shape but also wants to stay connected with her friends.



Her daughter's friends at college tell her about the My Fitness App that will notify her whenever her friends are at the gym. Her daughter knows that being social is one of her main motivators for working out.



When her daughter tells her about the social features on the app Wanda says it reminds her of other social medias and she likes that she can see where her friends are.



She starts going with her friends whenever she can but is not seeing the results she would like. She uses the diet tracking capabilities of My Fitness App to start counting calories and learning new healthy recipes.



She likes the results she is seeing with her new diet and starts going to the gym everyday even if her friends are not going. Her new goal is to start getting as muscular as possible. She uses the workout planning feature of the My Fitness App to learn new work outs that will get her as jacked as possible.



It has been 7 years and Wanda now regularly competes in bodybuilding competitions around the world.

Aidan Syracuse



Terrence Smith recently suffered an injury, but he wants to get into working out. He is struggling to find the motivation.



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Terrence's friends have started using Tinder Development Team's new fitness app, My Fitness, and one of them invited Terrence to join so he can compete on the leaderboard.



Terrence knows nothing about working out, but once he gets the My Fitness app he finds the beginner friendly tutorial to lifting programs aligned to his custom goals.

Week 1: Day 1		
Exercise	Set	Reps
Front Squat + On Squat	3	3x5
Front Squat	4	3x5

Week 1: Day 2

Exercise	Set	Reps
Front Squat + On Squat	4	3x5
Clean Deadlift	4	3x5

Week 2: Day 1

Exercise	Set	Reps
Front Squat + On Squat	5	3x5
Back Squat	5	3x5

Week 2: Day 2

Exercise	Set	Reps
Front Squat + On Squat	5	3x5
Snatch Pull (or from Deficit)	5	3x5

Week 3: Day 1

Exercise	Set	Reps
Front Squat	4	3x5
Back Squat	4	3x5

Week 3: Day 2

Exercise	Set	Reps
Front Squat	4	3x5
Snatch Deadlift (or from Deficit)	5	3x5

Week 4: Day 1

Exercise	Set	Reps
Front Squat	4	3x5
Snatch Pull (or from Deficit)	4	3x5

Week 4: Day 2

Exercise	Set	Reps
Front Squat	4	3x5
Snatch Pull (or from Deficit)	4	3x5



Terrence goes to the gym for his first time, using his new custom program, he finishes a workout and enters his current weight and reps for each movement.

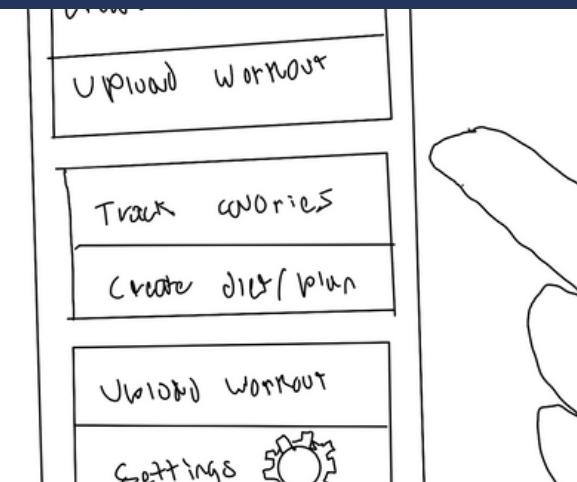
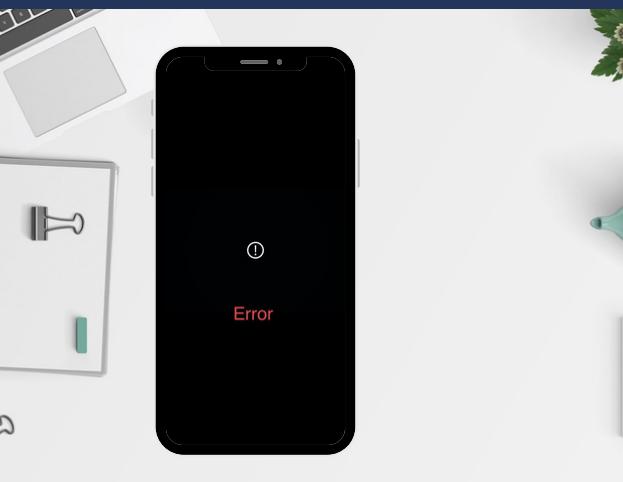


Terrence has started using My Fitness' custom diet plan creator, avoiding his peanut allergy while meeting his protein goals. He's starting to make huge improvements in weight lifting, as his efficient custom program tells him what weight to move down to a science.



It's been five years, and Terrence along with his friends are jacked. They still compete every week on the My Fitness "friends" leaderboard, and he is at the top. Terrence is starting to put up some big numbers and is highly ranked on the global "Weight Lifting" leaderboard.

PERSONA STORYBOARD- JACKSON DAWSON



Sally is annoyed that her current exercise planner and tracker is bugging out and she isn't able to help her clients with accurate workout data.

John, one of Sally's clients for her fitness instructor job showed her a new app that might be able to help.

John shows her how it can create, track, and upload workouts as well as track nutrition and more.



Sally starts using the app to teach classes and it helps her track the classes activity.

The app increases the productivity of Sally's class and has a simpler design than her last app.

Sally can even track and upload her own workouts allowing for an all in one solution.

BIT FITNESS APP



Scene 1, Long Shot

Victoria cares and loves her family over all other things. Her family comes first above her job and her own personal aspirations. But she is getting worn out.



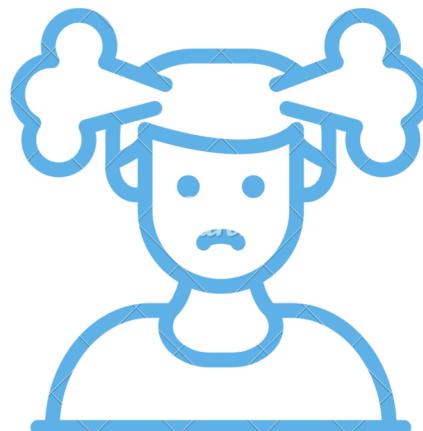
Scene 2, Low Angle Back Shot

Victoria is a bank teller for a national bank. She is always working 7:00 to 4:00 and does not have much time to herself.



Scene 3, Wide Angle Shot

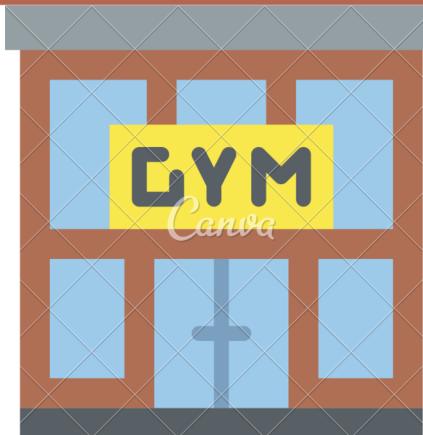
After all the time she dedicates to her family and job she has no time to better herself. She becomes depressed, tired, and unmotivated.



Scene 4, Close Up

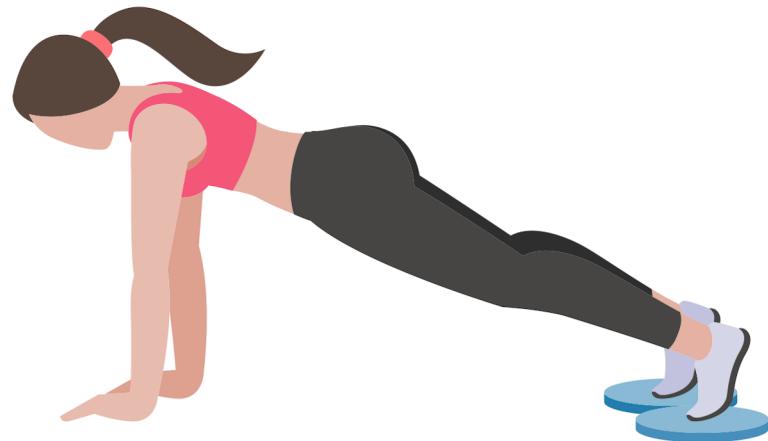
Eventually, she can not take it and gets to her darkest moment. Victoria makes a promise to herself to go to the gym every day to focus on herself.

BIT FITNESS APP



Scene 1, Long Shot

Once she starts going, she has no idea where to start, what to do and how to use the machines. So she downloads the Bit Fitness App. it opens up so many new opportunities for her.



Scene 2, Low Angle Back Shot

Victoria now has a customized fitness routine. The application created biased on her needs. She knows what to eat to promote her physical health. And she has a work out routine that promotes mental health.



Scene 3, Wide Angle Shot

Victoria is slowly progressing into a new person. She now has more energy and a better mood to support her family and profession.



Scene 4, Close Up

Victoria's changes are momentous to the point her family and co-workers are taking notice. They see her changes and are now willing to help themselves by downloading the app.