

Personas

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Persona 1:

- ❖ **Persona name**
 - Charles Finley
- ❖ A drawing or photo



Photo by The Every Three Weekly--

(<https://everythreeweekly.com/2017/10/student-working-out-neither-intimidating-nor-intimidated/>)

- ❖ **Attributes:**
 - Favorite Workout Type: Charles likes to perform free weight exercises the most.
 - Favorite Time to Workout: He loves the chill of the morning dew, so has a preference to workout in the morning rather than later.
 - Opinion on Workout Classes: Charles believes workout classes are useless, drive comes from within
 - How frequently they workout: Charles tries to go 5 times a week, but usually only get 3-4 times a week
- ❖ **Common Tasks:**
 - Charles creates a rigorous schedule is the foundation for not losing drive to workout
 - He always makes a whey protein shake after every workout

- Charles never waits on any workout buddy that commits to workout, so he does not miss a workout.
- Charles always tries to work every muscle group at least once a week

Charles is an average college student who is trying to get in better shape for his health. He is definitely more motivated than most, with his detailed workout regimen. Charles uses the gym as a way to release stress and anxiety of everyday college life in COVID. He seems to want a workout partner, but not everyone who asks to workout with him is as dedicated to it as Charles is. He has a passion for fitness and is always down to try new workout types. Charles likes to combine multiple types of exercises like HIIT workouts with running.

Persona 2:

❖ **Persona name:**

➤ Janine Breezy

❖ **Photo:**



➤

➤ Photo by sweat-- <https://www.sweat.com/blogs/fitness/working-out-at-home>

❖ **Attributes:**

- Favorite place to exercise: Janine loves the private rooms/class sessions in her local gym as well as her own living room!
- Favorite exercise: Janine thinks burpees are her strongest exercise.
- Favorite time to workout: Janine is not an early bird-- she prefers to sleep in and get her workout in just before or after dinner.
- Things to keep her motivated: Janine likes to invite her close friends to the gym with her and do workout classes as an alternative to her regular routine.

❖ **Common Tasks:**

- Janine meal preps all of her meals in separate containers every week. This way she sticks to a strict diet regimen helping her stay fit and healthy.
- Janine also starts every workout by using pre-workout.
- Janine lays out a new workout outfit everyday to hold herself to it.
- Janine messages her friends to see if any of them are also working out for the day.

Janine is an avid gym goer/athlete. She runs a workout Instagram and a Youtube self help channel where she vlogs her daily life or posts workout routines. Janine's primary focus is her health and wellbeing and spreading it to others. She likes to film her buddy days as those are what gets her the most views. She also posts meal prep and outfit of the day videos in order to show her followers how to successfully pre-plan for the week in order to keep a strict regimen.

Persona 3:

- ❖ **Persona name**

- Alice White

- ❖ **A drawing or photo**



- ❖

- ❖ **Photo by Every College Girl--**

- (<https://everycollegegirl.com/add-this-to-your-next-workout/>)

- ❖ **Attributes:**

- Favorite Workout Type: Alice believes in running everyday.
 - How frequently they workout: She runs everyday and also tries to do another workout type twice per week
 - Personal Reason for Working Out: She feels better and less stressed after exercising
 - Preference on Workout Partner(s): Believe having only one other person is the best to be most efficient with time
 - COVID impacts on their workout: Not able to have access to a gym because they live in California where gym are closed

- ❖ **Common Tasks:**

- Alice likes to do other types of workouts other than running, but finds herself less motivated to do them. So she likes to go with a buddy for other types of workouts.
 - Alice goes on 3 mile morning runs, all the way to the river near her house and back.
 - Alice tries to drink a gallon of water a day, which is a little over the recommended daily amount.

- Alice likes to play basketball and volleyball for extra aerobic exercise every week.

Alice is definitely considered to be a very active person compared to a normal college student. She is a very busy college student between classes, running, basketball, volleyball, and other workouts has almost no time. Alice could benefit from a stricter schedule which could allow her to free up more personal time.

Persona 4:

- ❖ **Persona name:**

- Lennifer Jawrence

- ❖ **Photo:**



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- Photo by Cawley Physical Therapy & Rehabilitation--

- <https://www.cawleypt.net/services/girl-running-beautiful-wallpaper/>

- ❖ **Attributes:**

- Favorite place to exercise: Lennifer loves the outdoors, but also enjoys a nice indoor treadmill session when weather doesn't allow.
 - Favorite exercise: Lennifer prefers to take a nice, long run above anything else.
 - Lennifer's Weekly Mileage: Lennifer tries to shoot for 30-50 miles a week.
 - Favorite equipment: Lennifer enjoys either treadmills or less heavy weights/a pull up bar that keeps her toned.
 - Who does she workout with: Lennifer likes to alternate between working out with a group and by herself throughout the week. She tends to prefer doing interval training with others in order to improve off of everyone and long runs on her own for peace with nature.

- ❖ **Common Tasks:**

- Lennifer wakes up at 5 in the morning every morning and has to be out the door by 5:15.
 - Once a week she drives into the mountains to find a new running spot and enjoy the experience of a new community.
 - She is frequently in touch with her running buddies to see if they can get a group run going.
 - Lennifer frequents different cafes after most of her workouts.
 - Lennifer likes to finish by 8 am so she can make it to her accounting job at 9.

Lennifer Jawrence is a workout fanatic. She likes to fill her workouts with friends, nature, and experiences. Since her day to day job can get monotonous, she explores as much as she can whenever she can. She doesn't particularly have a strict regimen or schedule that she sticks to, but she does try to get out every single day permitting breaks when she feels fit. Because of her laid back view of working out she sometimes misses out on a full month of running. If she's not off, though, she is pretty good at sticking to it.

Summary Document:

Each persona attribute came from either our personal experience and/or the miro board created from last week. For instance some of the attributes picked Alice and Charles have in common and some are different. This was done to focus on different aspects for each persona. For Alice, who needs more motivation, we want to focus on how she gets motivated on those non-running workouts. So her traits are centered around her psychological needs, so for her persona we focused on those types of traits(Personal Reason for Working Out, preference on partners, COVID impacts). For Charles, who is more focused on how he feels when he works out, the attributes are more about how he works out (type of exercise, when he likes to workout, favorite exercise).

I curated Janine and Lennifer not to be opposites, but seemingly different from each other with their high interest in exercise being their only similarity. I did this in order to show that despite taking part in such different activities and lifestyles, they still have similarities in how they motivate themselves. I designed Janine to be more of a gym-goer who participates in classes and group workouts. This was to emphasize our attributes from our miro board centered around socialization which are really crucial to our application. For both Janine and Lennifer I included where they workout and the types of workout they do because despite their answers being different I saw them to be crucial traits which we actually asked our interviewees. These traits emphasize why COVID might have affected how these personas worked out and how they may use our application to workout in these different times. Lennifer also had attributes regarding where she worked out and with whom in order to emphasize that working out for her used to be social, but now may be more limited.

Data Details:

Persona 1 (Charles):

Charles persona is loosely based on my friend Joe who was interviewed in the last milestone. All of the attributes data derive from Joe. However for part about him being motivated is derived from my strict workout schedule. ~ John

Persona 2 (Janine):

Janine was loosely based off of my roommate Courtney who we interviewed for our previous milestone. Her attributes are very similar to how Courtney likes to workout with the exception of her not really working out with friends all that often. I included that she looks forward to working out with friends, though, because that would aid our application/prototype the most. The Youtuber part was just to spice it up, Courtney could totally be a fitness Youtuber though. ~Kate

Persona 3 (Alice):

Alice is loosely based on one of my friends from California, named Whitley. Each attribute actually stems from her real life goals. The only part that stems from me is the task of drinking a gallon of water. That is actually one of my personal goals. ~ John

Persona 4 (Lennifer):

Lennifer Jawrence is obviously named after Jennifer Lawrence, but is based off of me (or who I'd like to be). I can follow Lennifer's schedule only around 1-2 times a week because school is too exhausting, but all of her tasks are more centered around my actual goals than actions. Her attributes are centered around intensity and frequency, along with working out with other people like Janine. These are some qualities in people that I think would be most important for our idea to be possible. ~Kate