

David Smith

age: 35

residence: Miami, Florida

education: Bachelor of Science in Finance; Univeristy of Miami

occupation: Financial Analyst

marital status: Married with one kid.



"My busy day to day, makes working out difficult with equipment wait times"

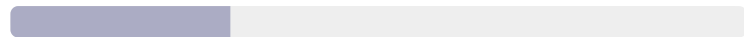
I spend my day going to work early in the morning and taking care of the kids at home immediately after, leaving me with little time to make it to the gym.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

What I need to achive success is to eliminate the long wait times that happen after the 9-5 work day that make it difficult for me to preform my work out with my tough daily schedule.

Needs

- Less wait time
- Gym equipment
- Can fit into my schedule easily

Values

- Simplicity
- User friendly

Wants

- A balanced life
- More free time

Fears

- Takes more effort than I have time for
- Injuries
- Confusing



Ricky Smith

age: 43

residence: Richmond, Virginia

education: Masters Degree in Civil Engineering

occupation: Civil Engineer

marital status: Married with kids



"The gym is important for your health and your performance in other things."

I wake up early everyday and go to the gym, then I spend my day at work and then with my family.

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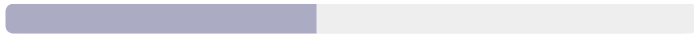
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Needs

- Better balance in and outside of work
- More time for family

Values

- Perseverance
- Integrity
- Responsibility

Criteria For Success:

For me to be successful, I need to be able to balance many aspects of my life, such as my job, my health, and my family. I need to put my priorities straight and try to use my time as efficiently as possible.

Wants

- A more efficient way to get to the gym
- More time to get to work
- To get through workouts faster

Fears

- Being unhealthy
- Being tired
- Neglecting the gym

Jeff Pearson

age: 28

residence: North Carolina

education: Bachelors Degree in Kinesiology

occupation: Personal Trainer

marital status: Single



"The gym wait times are unbearable"

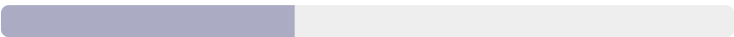
I spend my day at the gym training different people. I take them through various exercises and push them to work hard and achieve their fitness goals.

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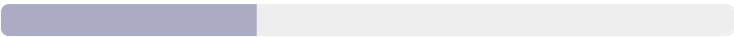
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Needs

- Gym Equipment
- Healthy food
- Clients to train
- Insurance

Values

- Motivation
- Respect
- Accountability
- Resilience

Criteria For Success:

For me to feel successful I need to have access to a gym that my clients can use as well as a strong client base for me to help.

Wants

- Flexibility in my job
- Feedback from Customers
- Recovery equipment

Fears

- Injuries
- Burnout
- Negative Reviews



John Jones

age: 30

residence: New York City, NY

education: Bachelors Degree in Finance

occupation: Senior Financial Associate

marital status: Single



"As a busy guy, I need to save as much time of my day as possible, and often have to skip the gym due to the wait times"

I work from 8am to 7pm, and go to the gym in the mornings due to less people being there, but the wait times either leave me being late to work or skipping most of my workout.

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Criteria For Success:

Eliminate wait times so I can get a good workout, and get to work on time.

Needs

- Less wait time
- Better way to adjust my schedule around working out in the morning

Values

- Simplicity
- Schedules

Wants

- Work- life balance
- Finishing workouts faster

Fears

- Unhealthy lifestyle
- Injuries