



Kritik Jha

22 year old Male

Product Manager in Hyderabad



Concerns

Information overload: Kritik's primary concern is being overwhelmed by too much information presented at once and not being able to understand how to use the app or its features effectively.

Lack of Free Options: Kritik is hesitant to commit to paid features without first experiencing the app's value. The fact that all online fitness and diet courses are paid can deter potential users, especially when free alternatives are available.

Navigation Difficulties: Kritik might find it hard to navigate the app and locate the plan he is looking for.

Lack of motivation: Kritik finds using the app boring because it has no immediate rewards, lack of personal connection and no clear guidance.



Goals

Access to Free trials: easy access free options, such as a 30-day trial course for diet or fitness, will help users build trust before making a purchase.

Transparent Information: He would prefer gym membership that provide detailed information and fee structure without any hidden charges.

Reliable and Timely Service: His goal is to have reliable and timely deliveries, ensuring he receives his training promptly at his gym or home without disruptions.

Diverse and Varied Options: While health-conscious, still wants a variety of diet and fitness choices. His goal is to find a diverse range of courses from different gyms.

User-Friendly App Experience: An intuitive and user-friendly app experience that allows him to quickly browse through fitness options, filter based on his preferences, and join memberships seamlessly.