



LAURA ALI

Project Manager

ABOUT

- 26 year old
- Project Manager
- Eindhoven, Netherlands

MOTIVATION

- Get fit before summer
- Stop making excuses to not go to the gym
- Find a consistent workout partner with the same goals as her

BIO

Laura is a 26-year-old Project Manager. She manages a team of 6 but also loves writing and playing board games. She enjoys going to the gym and walking. She has trouble motivating herself to go to the gym and often wants to go with a workout partner but her friends are always busy. Laura wants to try a workout partner matching app to help with her motivation.

FRUSTRATIONS

- Loses motivation within days of starting going to the gym
- Struggles from keeping up with her workout partner's schedules
- Struggles to find a consistent workout partner

WANTS & NEEDS

- Follow a healthier lifestyle
- Keep a consistent gym schedule
- Have fun while being in the gym