

1. Research Overview

As part of the DurnibarAI product discovery phase, I conducted **three** in-depth user interviews to understand fitness tracking behaviors, frustrations with existing tools, and unmet needs in workout and nutrition planning.

- **Methodology:** Semi-structured interviews (in-person and virtual) lasting 30–45 minutes each.
- **Participants:**
 - **Noah:** Climber & weightlifter, competitive but recovery-conscious
 - **Arthur:** Casual fitness user, step tracking focused
 - **Zain:** Professional trainer, data-driven, culturally diverse food habits
- **Objective:** Identify gaps in current fitness apps and inform feature prioritization for DurnibarAI.

2. Interview Insights

Simplicity & Ease of Use

“I prefer minimalistic designs in apps... it reduces visual overload.” — Noah

- Users dislike cluttered, overly complex interfaces.
- Quick navigation and customizable UI are valued.

Comprehensive Tracking

“I have to use different apps for fitness, nutrition, and workouts. It makes tracking less effective.” — Zain

- Desire for an all-in-one solution integrating workouts, nutrition, recovery, and progress.

Personalization & Flexibility

“I want an app that recommends workouts based on my previous exercises and challenges me to step up.” — Noah

- AI-generated recommendations must consider recovery, goals, and preferred workout styles.

Motivation Features

“It would be nice to have something on the home screen or a streak system like Duolingo.” — Arthur

- Streaks, visual progress charts, and achievement systems drive consistency.

Nutrition Inclusivity

“The app should include food groups specific to various cultures.” — Zain

- Food databases need broader cultural coverage.

3. Personas

Noah – The Recovery-Focused Athlete (*Real*)

Age: 25 | **Location:** Waltham, MA | **Occupation:** Undergraduate student, climbing enthusiast

Quote: *“If my app isn’t helping me train smarter, it’s slowing me down.”*

Background:

Trains 5–6 days/week with alternating climbing and lifting. Avoids calorie counting due to past eating disorders. Wants recovery-aware planning and minimal UI.

Goals:

- Improve climbing and strength performance
- Balance training with adequate recovery
- Visualize progress over time

Frustrations:

- Overcomplicated navigation

- Lack of muscle recovery tracking

Needs from DurnibarAI:

- Recovery-aware AI workout planner
- Toggle to hide calorie counts
- Minimalistic, monochrome UI option

Arthur – The Consistency Seeker (Real)

Age: 20 | **Location:** Waltham, MA | **Occupation:** Undergraduate student

Quote: *“If I can’t understand it in 30 seconds, I’m not using it.”*

Background:

Moderately active, uses step counting apps. Overwhelmed by complex tracking tools. Needs simple daily targets.

Goals:

- Build sustainable fitness habits
- Maintain a healthy weight

Frustrations:

- Apps that require multiple taps to log basics
- No immediate feedback on progress

Needs from DurnibarAI:

- Streak system for accountability
- Quick-access dashboard for key metrics

Zain – The Data-Driven Trainer (Real)

Age: 33 | **Location:** New York, NY | **Occupation:** Certified Personal Trainer

Quote: *“If my tools can’t give me answers, they’re not worth my time.”*

Background:

Works with clients and manages personal fitness. Needs all-in-one tracking with cultural food inclusivity.

Goals:

- Deliver precise training & nutrition plans
- Track and analyze client performance

Frustrations:

- Fragmented data across multiple apps
- Limited cultural food database coverage

Needs from DurnibarAI:

- Integrated workout, nutrition, and progress tracking
- Advanced macro/micronutrient analysis

Priya – The Time-Strapped Professional (*Imaginary*)

Age: 38 | **Location:** Chicago, IL | **Occupation:** Corporate manager, mother of two

Quote: *"I don't need an app to give me more to do. I need one that saves me time."*

Background:

Works long hours, limited workout time. Needs quick workouts and meal prep suggestions.

Goals:

- Stay fit with minimal daily time
- Maintain healthy eating despite busy schedule

Frustrations:

- Lengthy app onboarding
- Workouts requiring gym-only equipment

Needs from DurnibarAI:

- 15–20 min AI workouts
- Meal-prep-friendly nutrition suggestions

Jamal – The Connected Athlete (*Imaginary*)

Age: 21 | **Location:** Atlanta, GA | **Occupation:** College basketball player

Quote: *“If my watch is tracking it, my app should be using it.”*

Background:

Relies on wearables for performance tracking. Wants sport-specific training insights.

Goals:

- Improve athletic performance
- Optimize training based on wearable data

Frustrations:

- Poor sync between wearables and apps

Needs from DurnibarAI:

- Seamless wearable integration
- Real-time performance analytics

Sofia – The Beginner (*Imaginary*)

Age: 27 | **Location:** San Diego, CA | **Occupation:** Marketing coordinator

Quote: *“I don’t need a challenge. I need a starting point.”*

Background:

New to fitness, intimidated by gyms. Needs guidance and encouragement.

Goals:

- Build exercise confidence

- Gradually lose weight

Frustrations:

- Overwhelming advanced workout plans

Needs from DurnibarAI:

- Beginner-friendly, progressive workout plans
- Video demos for proper form

Markus – The Traveling Minimalist (*Imaginary*)

Age: 31 | **Location:** Digital nomad, currently Bali | **Occupation:** Freelance UX designer

Quote: *“My gym is wherever I wake up tomorrow.”*

Background:

Full-time traveler who prefers outdoor and bodyweight workouts. Internet access is often unreliable.

Goals:

- Maintain fitness without a fixed gym
- Log workouts offline

Frustrations:

- Apps requiring constant connectivity

Needs from DurnibarAI:

- AI bodyweight workout generator
- Offline tracking mode

Lina – The Rehab-Focused Patient (*Imaginary*)

Age: 45 | **Location:** Austin, TX | **Occupation:** High school teacher

Quote: *"I need to get stronger, but safely."*

Background:

Recovering from knee surgery, needs low-impact training that gradually rebuilds strength.

Goals:

- Safely regain mobility
- Monitor recovery progress

Frustrations:

- Most apps focus on high-intensity routines

Needs from DurnibarAI:

- Rehab-friendly workout options
- Progress tracking specific to recovery milestones