**Persona 1: Daniel Moreno - Football Player**

**Demographics:**

* Age: 24
* Role: Professional footballer (midfielder) in a top-tier league
* Background: Daniel has been playing professionally for five years and is highly focused on improving his performance and avoiding injuries.

**Goals:**

* Enhance endurance and speed for better match performance.
* Prevent injuries to maintain a consistent presence on the team.
* Recover quickly between matches and training sessions.

**Pain Points/Challenges:**

* Balancing intense match schedules with adequate recovery.
* Managing fatigue and avoiding overtraining.
* Lack of detailed insights into his fitness beyond surface-level stats like distance run.

**Interactions with Fitbit and Data:**

* Tracks heart rate, calorie burn, and steps during training and matches.
* Uses sleep data to understand recovery quality.
* Relies on Fitbit to monitor physical exertion levels during high-intensity drills.

**Key Needs:**

* Personalized insights into when he should rest or push harder.
* Alerts about fatigue or potential injury risks.
* Simple data visualization to understand his fitness trends over time.

**Persona 2: Coach Emily Carter - Football Coach and Data Analyst**

**Demographics:**

* Age: 39
* Role: Head coach for a semi-professional football team, with a strong interest in sports analytics.
* Background: Emily has 15 years of coaching experience and embraces technology to optimize team performance.

**Goals:**

* Make data-driven decisions to enhance individual and team performance.
* Prevent injuries by monitoring players' workloads.
* Improve training programs with insights from wearable data.

**Pain Points/Challenges:**

* Translating raw Fitbit data into actionable strategies during matches.
* Balancing individual players' needs with overall team goals.
* Limited time to analyse detailed metrics during fast-paced game situations.

**Interactions with Fitbit and Data:**

* Analyses heart rate and intensity data to decide substitutions during matches.
* Uses calorie and recovery metrics to tailor post-match recovery plans.
* Tracks trends in player performance over weeks to identify at-risk players.

**Key Needs:**

* Real-time alerts during matches about players’ fatigue and performance drops.
* Easy-to-use dashboards for quick decision-making.
* Predictive insights to prevent overtraining or injuries in the team.

**How These Personas Shape the Project:**

* **For Daniel (Player):** Focus on creating features that improve individual player insights, such as fatigue alerts, detailed recovery feedback, and personalized training recommendations.
* **For Emily (Coach):** Develop tools for real-time data monitoring and predictive analytics to assist with in-match decisions and long-term team management.