

User Persona 1



Nicole

Key Attribute

- Determined
- Hardworking
- Organized
- Athletic
- Smart

Short Description

- Third year student at the University of Virginia
- From Philadelphia
- Frequent gymgoer
- Statistics Major and Data Science Minor
- 20 years old
- Likes to play basketball, do cardio, lift weights, cycle, and do IM sports
- Favorite gym is North Grounds

Needs

- Needs a way to organize her Fitbit data
- Keep track of workout intensity minutes
- Visualize workout summaries
- See patterns in workout metrics over time
- Compare personal workout metrics to other Fitbit users
 - See how she compares in terms of steps taken, distance (in miles), and intensity of workout minutes.

Challenges

- Wants a comparison between her fitness level compared to other Fitbit users but doesn't know where to find this data or how to make the comparison
- Is very good about wearing her Fitbit and tracking workouts but doesn't know what to do with the data
- Worked really hard in the month of January to workout consistently but doesn't know how to see if her exercise metrics improved or not throughout the month

Opportunities

- This dashboard displaying Fitbit data will be a very useful tool for Nicole and give a solution to all of her pain points
- The graphical displays will allow for a visual comparison between her workout metrics and the other 35 Fitbit users in the dataset.
 - She can compare her level of fitness to others and see where she could improve
- With the help of the dashboard, this data will be utilized instead of just sitting around and give some interesting and helpful insights that will help her improve her workouts and make any changes if necessary.
- The line charts will allow the opportunity to see trends in distance and 'Very active' minutes throughout the month and gain a better understanding of how her workouts change depending on the day.
- She can compare her percentage of 'Very active' minutes to the other Fitbit users
 - See how intense her workouts are compared to others

User Persona 2



Taylor

Key Attribute

- Motivated
- Smart
- Funny
- Ambitious
- Dedicated
- Gym lover

Short Description

- Third year student at the University of Virginia
- From Boston
- Frequent gymgoer
- Psychology Major and Business Minor
- 21 years old
- Likes to swim, lift weights, and cycle
- Favorite gym is AFC

Needs

- Needs to keep track of her Fitbit data
- Cycles frequently and wants to see if her miles cycled have improved over time
- See the intensity of her workouts so she can make changes if needed – wants to keep this consistent
- Really into sports analytics and needs a way to download her data for future uses

Challenges

- Struggles to improve mileage at cycling classes because she doesn't keep track of the distance she cycles each time and has no way to view mileage trends
- Wants to stay consistent in her workout intensity but isn't sure how to validate this
- Is looking to use her data for a project, but doesn't have a way to download it
- Wants to make sure her workout metrics are above average compared to other Fitbit users

Opportunities

- This fitness dashboard displaying Fitbit data will be able to address all of Taylor's pain points
- The dashboard will contain line graphs that display her mileage over time
 - She can see if her cycling mileage improved throughout the month
- The dashboard will include many graphs that allow for the comparison between her personal data and the other Fitbit users' data
 - She can ensure that her workout metrics are above average compared to these other Fitbit users
- The downloadable data table will allow her to download her data in csv form which she can easily use for future projects or other uses
- Will finally have a way to view summaries of her workout data all in one location
- The first line plot will help her see if her workout intensities have been consistent – something she is aiming for