Persona name : vignesh

PRODUCT: Fitness tracker

Sticky notes

Pains
Fears, frustrations, obstacles

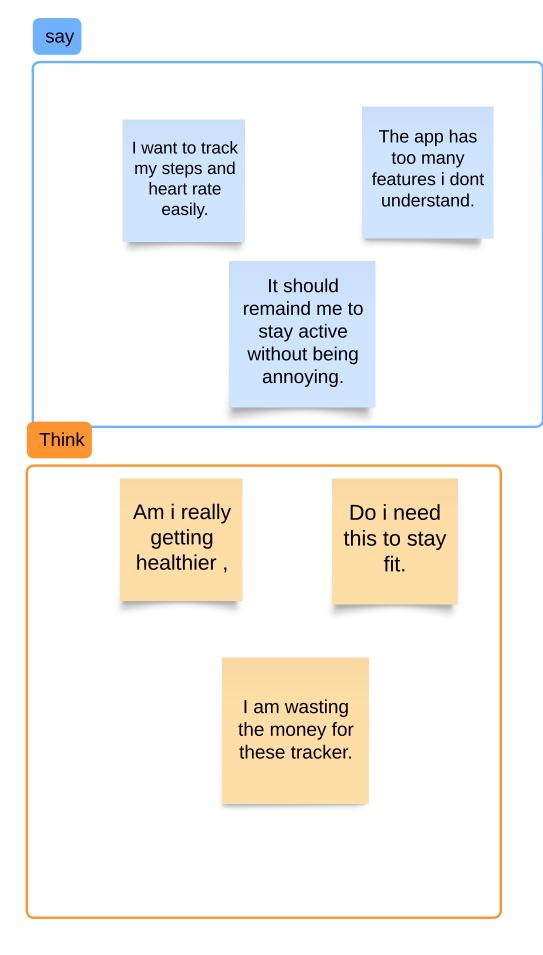- Complexe features are hard to use.
- Short battery life.
- Syncing issues with apps.

Gains
Wants/needs, measure of happiness

- Motivation to stay active.
- Long time health improvements.
- Awareness of fitness goals and sense of achievement with goals.

- I want to track my steps and heart rate easily.
- The app has too many features i dont understand.
- It should remaind me to stay active without being annoying.

- Am i really getting healthier ,
- Do i need this to stay fit.
- I am wasting the money for these tracker.

- Thay use basic features like steps counting , and heart beat measuring.
- Thay check app occasionally but skip in-depth analysis.
- Thay ignore advanced options like sleep tracking etc.

- Feel positive to mainain fitness.
- frustrated by technical glitches .
- Feels guilty if activity levels drop.