**Example for Task 12: Women's Fitness Tracker**

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1. User Research

Questionnaire and interview with the target users: working women, fitness enthusiasts.

Understand the day-to-day struggle, preference, and goals with a fitness tracker.

Key Takeaways: The user should have an eye-catching easy-to-use gadget that addresses the hectic lifestyle of the user and gives recommendations in tune with their requirements.

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2. Personas

Persona Name: Emma Johnson

Demographic Information:

Age: 28

Location: New York City

Profession: Marketing Manager

Annual Income: $60,000

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Goals and Objectives:

Active even on a busy work schedule.

Track health statistics: steps, heart rate, and sleep with minimal fuss.

Activity suggestions and reminders tailored to her needs.

 Psychographic Data:

Recreational Activities: yoga, healthy dieting, and fashion

Personality Type: tech-oriented, structured, and goal-driven

Choices: loves streamlined intuitive products with the minimum mess

 Behavior and Preferences:

She is a three times a week exerciser. She likes the idea of following workout guides.

She tracks her health metrics every day, but she is not really a fan of getting too obsessed with such things.

Food and Goal-Tracking Fitness Apps

 1. Surfs the web for fashionable fitness trackers

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2. Buys something that looks and feels right   ﻿

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3. Uses it every day to track steps, reminders of appointments, and sleep   ﻿

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4. Syncing is spotty, but she loves her personal insights   ﻿

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Pain Points and Challenges    .

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Too many features on the app are overwhelming.

The battery does not last long and impacts usage

Needs real-time actionable health advice

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3. Journey Mapping

Stage 1: Awareness

Emma has heard about the fitness tracker from a friend and online ads.

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Stage 2: Consideration

Compares different trackers in terms of design, features, and price.

Stage 3: Purchase

Orders the tracker online after reading good reviews.

Stage 4: Onboarding

Sets up the device and sets activity goals through the app.

Stage 5: Usage

Uses the tracker to track daily activities and sleep patterns.

Appreciates reminders to move during long work hours.

Stage 6: Feedback

This gives some feedback on the app interface and problems with syncs.

This case is focused on designing a user-friendly, fashionable fitness tracker that caters to Emma's needs. It addresses her pain points and enhances her user journey.