



“It’s time I take my health as serious as my job“

JUAN MARTINEZ

SOFTWARE
ENGINEER

AGE 26

GENDER MAN

LOCATION BELLEVUE
WA

BIOGRAPHY

Juan is a software engineer who lives in Bellevue Washington. He’s married with one child and is in his twenties. He has recently found an interest in going to the gym. He’s naturally a very organized and structured individual who wants his workout plans to be the same

PAIN AND FRUSTRATION

He struggles with tracking and advancing with his workouts. He want’s to start taking the gym more serious but has a lack of knowledge on where to start. He doesn’t how or when to increase the amount of repetitions he does or weight he lifts.

PERSONALITY

Spontaneous



Introverted



Motivated



NEEDS AND GOALS

- Something that allows him to track what weight and repetitions he currently does.
- Something that gives him ways to progress in his workouts in terms of weight and repetitions.