

PROJECT PART 3: USE CASES

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1 Persona Development

John is a 38-year-old project manager at a tech company, where he plays a crucial role in the company's success by leading multiple projects. His demanding lifestyle includes long work hours and frequent business travel, making it difficult for him to balance his work commitments with staying fit. Although John was very active during his university years, participating in running groups, his fitness routine has suffered over the years.

John wants to regain control of his health, focusing on losing weight and improving his stamina without compromising his work-life balance. He is looking for a personalized fitness plan that accommodates both indoor and outdoor activities and fits into his hectic schedule. Additionally, he appreciates reminders to stand up and stay active during long periods of sitting.

As a tech-savvy individual, John is comfortable using apps and expects intuitive interfaces with seamless integration to his wearable devices and social platforms.

2 Contexts of use

2.1 Context 1: At Home, Before Work

John is an early riser who likes to start his day with a morning shower. Before heading to the office, he can fit in a 30-minute workout. He prefers short, high-intensity interval training (HIIT) sessions that he can easily do at home. In this context, ActivePro acts as his personal trainer, recommending daily workout routines tailored to his goal of losing weight. The app not only keeps him on track by reminding him of his goals but also suggests modifications when he's feeling fatigued or stressed, thanks to its AI-driven analysis of his health data.

After his workout, John logs his breakfast and reviews his calorie intake, syncing the data with his wearable devices. This seamless integration and flexibility help him stay consistent and motivated.

2.2 Context 2: During Business Travel

Because John's job involves frequent business trips, maintaining a consistent fitness routine is challenging. ActivePro steps in by offering personalized training tips and suggesting available resources based on his current location, such as nearby parks for running or outdoor gyms. Additionally, the app helps him track his nutrition by recommending healthy restaurants and meal options, ensuring he stays on top of his fitness goals even while traveling.

3 Scenario: Morning Workout

John wakes up at 6:00 a.m. after a solid 8 hours of sleep. His schedule is packed for the day, but he starts by opening ActivePro, which greets him with a welcome message and a personalized workout plan, taking into account his busy day ahead. Since he completed a high-intensity workout the day before, ActivePro recommends a 20-minute low-impact bodyweight session. John follows the suggested routine, which includes stretching, 20 push-ups, and breathing exercises.

After completing the workout, ActivePro congratulates him for staying consistent and reminds him to log his breakfast. He quickly inputs his meal into the app, which then adjusts his daily calorie goals accordingly. Before heading to work, John shares his workout summary on social media, where his friends and family cheer him on, boosting his motivation and setting a positive tone for the rest of his day.

4 Mini Use Case: Flowchart for Core Task (Workout Selection and Execution)

For this mini use case, the task would be to select and execute a daily workout using ActivePro as demonstrated in a flow chart:

