

REBECCA

the working mom



26 years old
female
software developer

Desk top devices



Mobile devices



Social media



Technical skills



GOALS

- Rebecca wants to lose weight and get in shape, as her sedentary job doesn't allow a lot of time for exercising.
- To help with this goal, Rebecca wants to find a tool that will help her fit exercise routines into her busy schedule.
- As a beginner to working out, Rebecca also wants something that will help her learn how to properly exercise.
- Rebecca wants help finding routines she can enjoy.

TASKS

- Rebecca wants to be able to find exercises that match her goals of losing weight and getting in shape.
- In addition, she wants to find short exercises that she can do multiple times per day in between other activities.
- She wants the tool to keep her motivated as well, as her schedule can often be distracting.

ENVIRONMENT

- Physical: Rebecca lives in an apartment with her boyfriend and 3-year old daughter.
- Social: She has several friends from her software development job, and one of them recommended this tool as something she should check out to help her reach her goals.
- Technological: Rebecca is very tech savvy, as she works on computers every day.

QUOTE

"I love the thought of having something that could really work with my schedule. Being as busy as I am makes it tough to exercise otherwise."

USER STORIES

- As a new user, I want to learn about different exercises, so that I can figure out what is best for me.
- As a new user, I want to be shown how the exercises are done, so that I know I'm doing them correctly.
- As a frequent user, I want to be able to schedule exercises for working out, so that I build positive habits.
- As a frequent user, I want to be able to earn achievements or rewards, so that I can stay motivated.
- As a frequent user, I want to complete daily challenges, so that I can have an additional way to stay motivated.
- As a frequent user, I want to track progression and record what I've done, so that I can see my progress over time.
- As a frequent user, I want to be able to share routines with my friends who may also be interested, so that I can encourage them to become healthier.