

Project Overview: My Fitness Buddy Website

The My Fitness Buddy Website is a simple website that will help users reach their fitness goals. Depending on the user's fitness goal, the website has various calculators to let users know how much caloric deficit they would need or how much protein they need to intake to reach their goals.

Three Personas

Frank the Fitness Fanatic



Background: Frank eats, breathes, and sleeps health and wellness. He stays up to date on current health news and trends, and already have a great deal of knowledge.

Demographics: Male, 27 years old, Single, Lives in an affluent community townhouse.

Goal: Build muscle, gain strength and look better.

Nancy The Fitness Novice



Background:

- Single Mom.
- High school graduate
- Works full-time in-Service Industry.
- Has an 8-year-old kid.

Demographics:

- Female
- 34 years old.
- Lives in the suburbs of Albany city.

Goal:

- Weight loss
- Improve health

Mary The Maintainer



Background:

- Corporate Leader.
- MBA in Leadership
- Married with two children 20 and 16

Demographics:

- Female
- 46 years old.
- Lives in a palatial mansion outside New York City.

Goal:

- Maintain current weight
- Lead a healthier lifestyle