

## User Personas

John

Age: 30

Occupation: Software Engineer

Status: Single

Location: Utah

Archetype: Computer wizard

### Goals

- Wants to be healthier and exercise
- Wants to live a balanced life
- Wants to have enough energy at the end of the day for his hobbies

### Frustrations:

- With so many fitness gurus, John doesn't know where to start
- Work leaves little energy at the end of the day for extracurriculars
- Relies heavily on energy drinks to get through a work day

Bio: John is very good at what he does. He's known through his friendship circles as the computer wizard. He's health conscious, but doesn't know where to start with all the fitness minutia out there. He's also very strapped for time to make it constantly to the gym

Karen

Age: 25

Occupation: Secretary

Status: Married

Location: Utah

Archetype: "Karen"

### Goals

- Wants to spend more time with kids
- Wants to progress to a higher paying job
- Wants to travel

Frustrations:

- Feeling helpless with how much is on her plate
- Work leaves little energy at the end of the day for kids
- Only 25 and feels 75 from lack of healthy eating and exercise

Bio: Karen has 2 kids. 5 and a 2 year old. She's a good mom, but often times feels inadequate and guilty she doesn't spend enough time with them. She wants more out of life, but feels like she's trying to fight a tide wave every step of the way