



Age: 28

Job: Marketing Manager

Status: Single

Location: Berlin, Germany

”MARCO
“I give up on exercising after 2
weeks, and I give my all!”

ABOUT

Marco is a single 28-year-old who is very busy with work but has some trouble setting healthy priorities and setting up a reasonable schedule for his to-do's.

Everyday Activities

- attend meetings
- after work beer
- social media

Goals & Needs

- stay consistent
- lose weight & destress
- great time management
- reminders to exercise

Motivations

- create new lifestyle
- see physical results
- being disciplined

Frustrations

- no time, very busy
- low motivation
- little knowledge about exercise

Call with Personal Trainer

- Share struggles & goals with PT
- Discuss habit building
- Custom exercise/ habit-building plan

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"I want to see myself succeed and be more discipline ."

Build habit

- Open Habit builder / Success tracking
- Connect apple watch
- Flexible habit building
- Enter recommended exercise schedule

”

"I give up on exercising after 2 weeks, and I give my all!"."

Motivational Messages

- Notification (reminder/motivational) from PT on apple watch & phone
- Open app
- Open chat with PT
- Optional reply

”

"When nobody holds me accountable I don't do it."



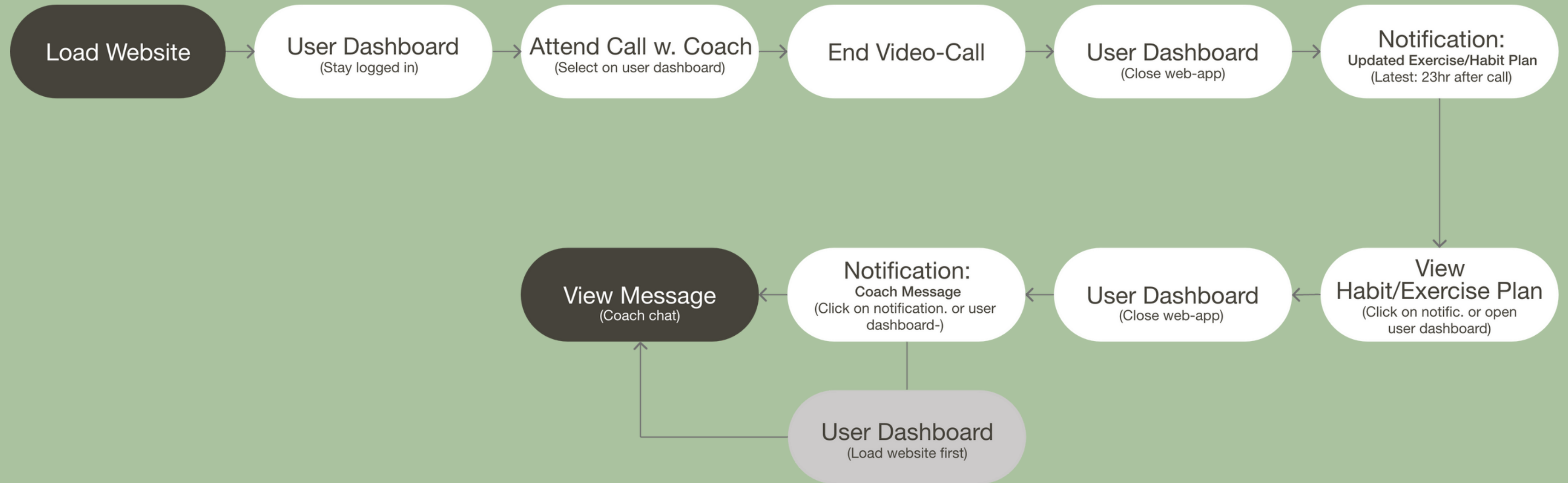
Stay logged in when closing the app.



Offer daily group classes which are available life or afterward.



Provide an easy way to connect with others and to share progress.





”LAUREN

“Safety first!”

ABOUT

Lauren is a mom of two kids 2 & 4 years old, works part-time as an interior designer. Laura used to go for long outdoor runs but since she injured her foot 5 years ago, she stopped exercising completely. Laura seeks a new challenge and wants to include exercise again in her daily life. Since running isn't an option anymore she is looking for something that she enjoys but she wants to make sure she is doing it the right way to keep her safe.

Everyday Activities

- care for kids
- online meetings with clients
- teatime with friends

Goals & Needs

- improve health in general in a fun way
- prevent injuries
- professional exercise feedback
- taking time for herself

Motivations

- learn more about the body
- enjoy free time
- create a safe exercise routine

Frustrations

- no idea where to start
- prone to injuries
- little exercise knowledge

Age: 34

Job: Part-Time Interior designer

Status: Married

Location: Paris, France

Sign up

- Sign up with a Google account
- Verify E-Mail Address

Setup

- Start Free trial
- Placement phone call / Goals etc.
- Choose a suitable personal trainer
- Connect apple watch

Schedule Video Call

- Open Personal Trainer profile
- Schedule 1. training session

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"Sign up needs to be quick, easy, and safe."

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"I'd like to have a personal trainer that knows which exercises are good for me with my previous injury."

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"Sign up needs to be quick, easy, and safe."



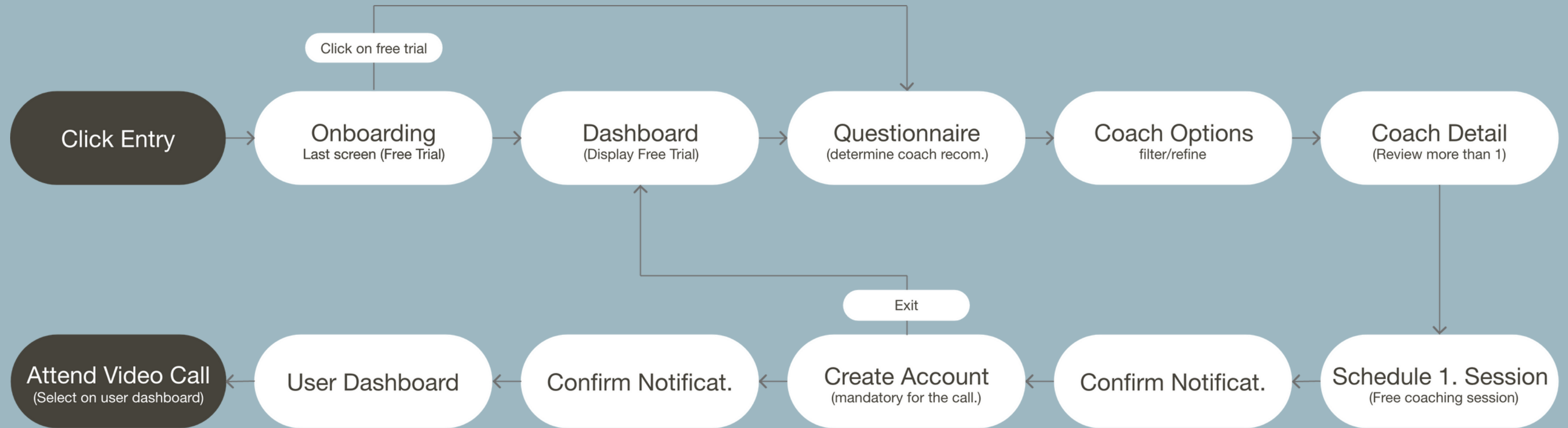
Give different options to sign up with.

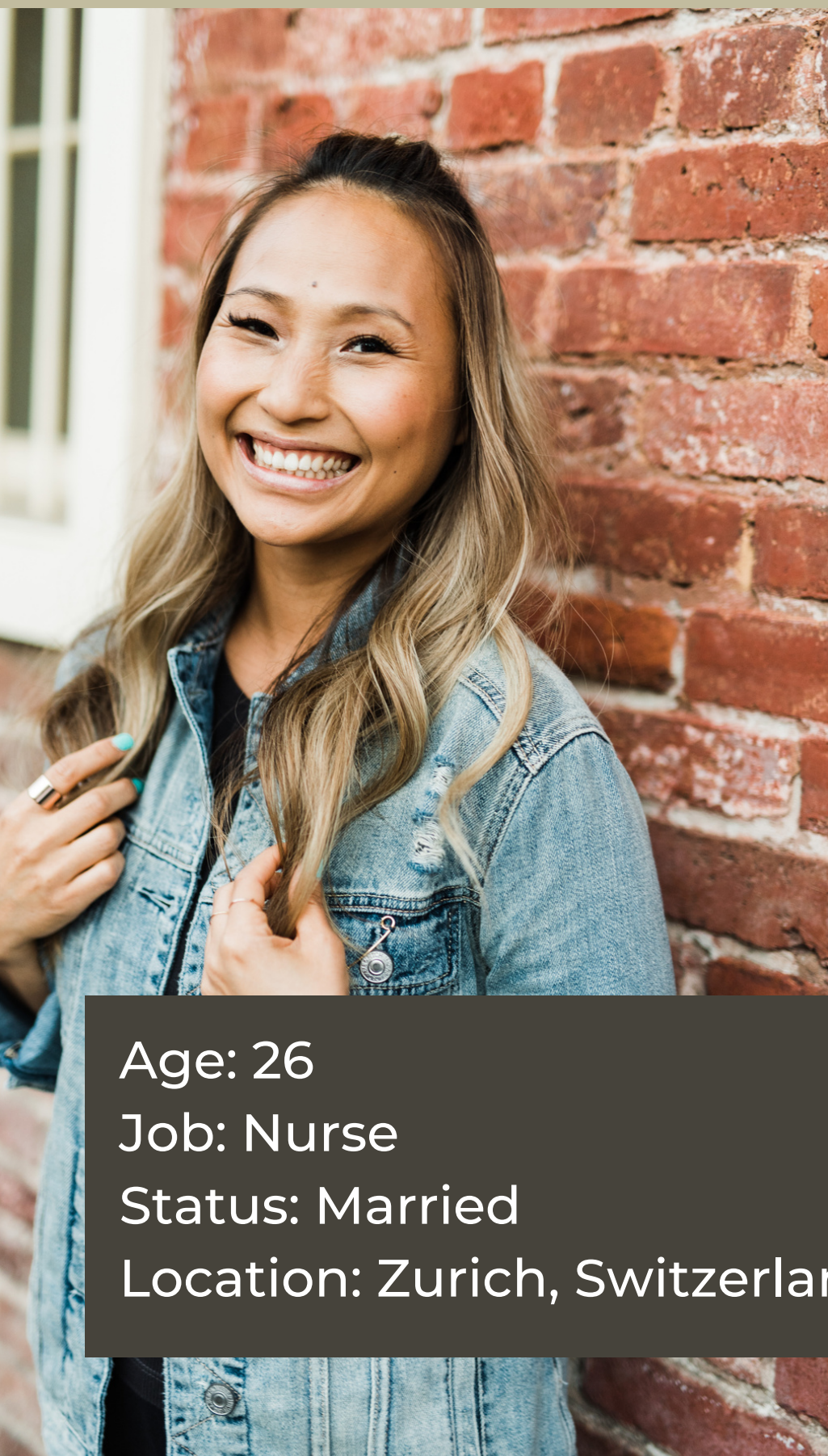


Offer a free trial to gain trust with the user.



Provide an easy way to chat and schedule a call with the personal trainer.





Age: 26

Job: Nurse

Status: Married

Location: Zurich, Switzerland

”NINA
“Community is everything
and motivates me.”

ABOUT

Nina is a nurse that loves to surround herself with people and that not only at work. Community makes Nina thrive. She goes to the gym herself but misses the sense of community as well as the group classes. Since the right classes don't fit her schedule she can't be part of it.

Everyday Activities

- catchup with friends
- run errands
- commuting

Goals & Needs

- flexible exercise schedule
- find a common social network to workout and exchange with
- having fun exercising
- destress

Motivations

- being surrounded with likeminded people
- stay healthy & in shape
- real human connection

Frustrations

- inflexible group exercises
- lack of group exercise community
- tight schedule

Login

- Open App
- Login with Facebook

Group class

- Open Group class Feature
- Check schedule
- Choose class
- Attend life class or after (recording)

Schedule Video Call

- Open Community Feature
- Introduce myself
- Connect with others
- Share success

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"I want to be flexible and access the app easily."

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"I'd like to have a real human experience when I work out."

”

"Community is everything and motivates me."



Stay logged in when closing the app.



Offer daily group classes which are available life or afterward.



Provide an easy way to connect with others and to share progress.

