

START NOW



FlexFitness Center



MARKETING PERSONA : SEGMENT 0 (DEDICATED GYM ENTHUSIASTS)

JAMES “THE STRENGTH SEEKER” ROBERTS






Marketing Tagline: *"Push past your limits. Train smarter, lift stronger."*

BIOGRAPHY





James is a results-driven fitness enthusiast who is always pushing his limits in the gym. He’s data-focused, tracking his progress through apps and smart devices. He thrives on a structured training regimen and values continuous improvement.

Title: Power Builder & Strength Enthusiast
Age Range: 25–40
Gender: Male
Location: Urban & Suburban Areas
Income Range: \$80,000 – \$110,000/year

CONTENT PREFERENCES

-  Data-driven performance tracking
-  Workout optimization tips
-  Supplement recommendations

BEST CHANNELS TO REACH OUT

-  Instagram (fitness influencers, workout reels)
-  YouTube (strength training guides)
-  Reddit (fitness forums)
-  LinkedIn (for work-life balance discussions)

tone & Messaging Style

- Direct, scientific, and results-oriented
- Motivational and data-driven

INFLUENCES

- Follows fitness influencers
- Tracks workouts (apps like Strava and MyFitnessPal)

User Persona: Segment 0 (Dedicated Gym Enthusiasts)



Taylor Miller

Software Engineer

Profile

- Name: Taylor Miller
- Age: 30
- Gender: Male
- Location: Austin, TX
- Income: \$90,000 - \$100,000/year
- Education: Master's in Computer Science
- Relationship Status: In a Relationship

"I'm not just lifting weights; I'm lifting my confidence. Every set, every rep is a step closer to the best version of myself."

Biography

Taylor is a dedicated fitness enthusiast who balances his passion for strength training with a demanding job. He loves tracking progress, optimizing workouts, and staying disciplined in his fitness routine.

Goals

- ✓ Find structured training programs.
- ✓ Track workout progress in real-time.
- ✓ Connect with like-minded fitness enthusiasts.
- ✓ Optimize workouts using data.

Expectations

- Seamless integration with smart fitness devices.
- Easy progress tracking and workout planning.
- Data-driven insights on performance improvement.

Habits

- 🎯 Engages with fitness content daily.
- 🎯 Prefers detailed workout analytics.
- 🎯 Watches long-form fitness tutorials on YouTube.
- 🎯 Reads fitness blogs and follows industry trends.

Pain Points

- ✗ Inaccurate workout tracking apps.
- ✗ Lack of personalized workout recommendations.
- ✗ Disjointed fitness platforms without holistic tracking.

Context of Use

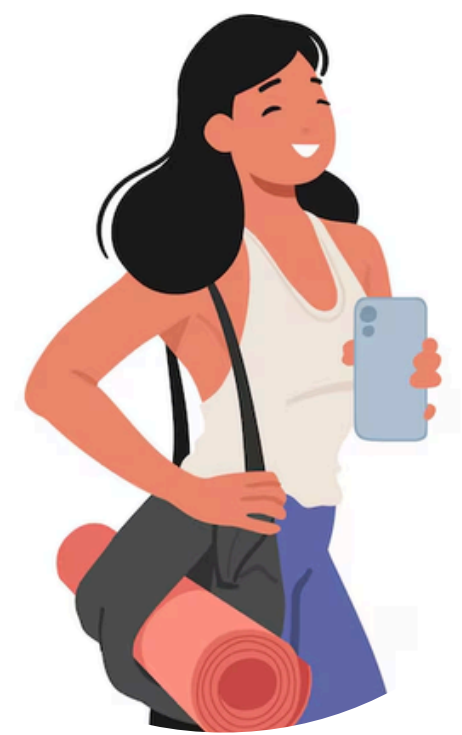
- Uses fitness platforms for structured training plans and progress tracking.
- Works out in the gym 5–6 times a week.
- Uses digital platforms before, during, and after workouts for tracking and research.

Platforms

- Mobile Apps: Fitness Tracker Apps
- Smartwatch: Health monitoring
- Laptop: for deeper research

MARKETING PERSONA : SEGMENT 1 (CASUAL FITNESS MEMBERS)

LISA "THE BALANCED MOVER" ANDERSON



Marketing Tagline: *"Feel good, stay fit – no pressure, just progress."*

BIOGRAPHY

Lisa enjoys fitness as a way to maintain balance in her busy life. She is looking for simple, flexible workout options that fit into her hectic schedule. Lisa seeks motivation through social connections and prefers enjoyable, low-pressure fitness routines over intense regimens.

Title: Casual Fitness Enthusiast

Age: 20–45

Gender Range: Female

Location: Suburban Areas

Income Range: \$50,000 – \$75,000/year

CONTENT PREFERENCES



Quick, easy-to-follow fitness routines



Stress-relief workouts

BEST CHANNELS TO REACH OUT



Facebook (fitness groups)



Instagram (short workout reels)



Pinterest (workout routines)

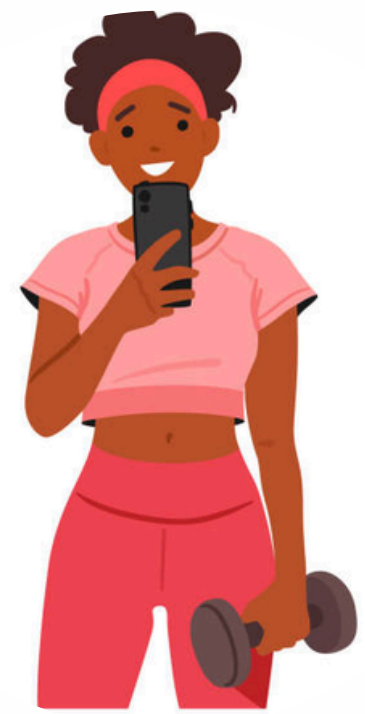
tone & messaging style

- Friendly, motivational, and supportive
- Empowering and balanced

INFLUENCES

- Follows lifestyle influencers like Lucy Wyndham-Read for simple, at-home workouts.
- Uses apps like Nike Training Club for quick, accessible fitness routines.

USER PERSONA : SEGMENT 1 (CASUAL FITNESS MEMBERS)



SARAH COLLINS

Marketing Professional

PROFILE

- Name: Sarah Collins
- Age: 28
- Gender: Female
- Location: Miami, FL
- Income: \$55,000 - \$70,000/year
- Education: Bachelor's in Marketing
- Relationship Status: Single

"I want to stay fit, but I don't need the pressure. I just need something simple, something that fits into my busy life."

BIOGRAPHY

Sarah wants to stay active but doesn't prioritize fitness as much as other aspects of life. She prefers light-to-moderate exercise, primarily for health and stress relief.

GOALS

- ✓ Stay active with easy-to-follow routines.
- ✓ Learn basic fitness tips.
- ✓ Find a fun and non-intimidating fitness community.

EXPECTATIONS

- Simple navigation and user-friendly design.
- Motivational push notifications.
- Personalized workout recommendations.

HABITS

- 🎯 Prefers short, engaging workout content.
- 🎯 Easily influenced by relatable fitness influencers.
- 🎯 Seeks quick, effective results with minimal time commitment.

PAIN POINTS

- ✗ Confusing fitness jargon.
- ✗ Lack of clear beginner-friendly guidance.
- ✗ Overwhelmed by too many workout options.

CONTEXT OF USE

- Uses fitness apps to follow simple workouts.
- Works out 2-3 times a week, mixing gym and home workouts.
- Mostly engages with apps for motivation and convenience.

PLATFORMS

- Mobile: For quick workouts on YouTube or Instagram.
- Laptop: For browsing new workout plans.

MARKETING PERSONA : SEGMENT 2 (PERSONAL TRAINING SEEKERS)

OLIVIA "THE ACCOUNTABILITY SEEKER" FOSTER



Marketing Tagline: *"Your journey, our expertise – train with confidence."*

BIOGRAPHY




Olivia is focused on personal growth through fitness but struggles with staying consistent without accountability. She turns to expert trainers for personalized guidance and needs structured fitness programs that keep her motivated and track her progress.

Title: Accountability Seeker
Age Range: 30–65
Gender: Female
Location: Urban Areas
Income Range: \$100,000 – \$130,000/year

CONTENT PREFERENCES

-  Success stories
-  Before-and-after transformations

BEST CHANNELS TO REACH OUT

-  Facebook (fitness groups)
-  Instagram (trainer-led workout reels)
-  Google Search (personal trainers near me)

tone & messaging style

- Empowering, supportive, and motivational
- Results-oriented

INFLUENCES

- Follows personal trainers like Joe Wicks for structured, guided programs.
- Engages with transformation stories and trainer-led workout reels on Instagram.

USER PERSONA: SEGMENT 2 (PERSONAL TRAINING SEEKERS)



MIKE RODEY

Retired Lawyer

PROFILE

- Age: 64
- Gender: Male
- Location: Los Angeles, CA
- Income: \$120,000/year
- Education: Juris Doctorate
- Relationship Status: Married

"I need someone who will push me but also understands my limits. Personalized training keeps me accountable and motivated."

BIOGRAPHY

Mike is a retired professional looking for one-on-one training sessions to stay fit and relieve stress. He values personalized guidance from certified trainers.

GOALS

- ✓ Book sessions with certified trainers.
- ✓ Receive progress tracking and feedback.
- ✓ Stay accountable through structured coaching.

EXPECTATIONS

- Seamless appointment scheduling.
- Personalized workout feedback.
- Easy integration with wearable fitness devices.

HABITS

- 🎯 Watches live Q&A sessions with trainers.
- 🎯 Reads online reviews before selecting a program.
- 🎯 Follows active senior citizen communities for tips and motivation.

PAIN POINTS

- ✗ Lack of trainer availability.
- ✗ Poor user interface in booking apps.
- ✗ Difficulty in finding trainers that match personal fitness goals.

CONTEXT OF USE

- Uses platforms for booking personal training sessions.
- Prefers guided workouts to avoid injury.
- Seeks training for both fitness and stress management.

PLATFORMS

- Mobile: for booking trainers & tracking progress.
- Tablet: for watching guided workout videos.

MARKETING PERSONA : SEGMENT 3 (GROUP CLASS ENTHUSIASTS)

EMMA "THE SOCIAL ATHLETE" CARTER





Marketing Tagline: *"Get fit with friends – join the movement today."*

BIOGRAPHY




Emma is a social fitness lover who thrives in high-energy, group workout environments. She enjoys the motivation and camaraderie of group classes like spin and HIIT. For her, fitness is as much about community and fun as it is about improving her physical health.

Title: Social Fitness Enthusiast
Age Range: 30–50
Gender: Female
Location: Urban & Suburban Areas
Income Range: \$50,000 – \$70,000/year

CONTENT PREFERENCES

-  Group workout challenges
-  Fun, energetic workout routines for social settings (like Zumba, HIIT)

BEST CHANNELS TO REACH OUT

-  Instagram (group fitness photos and stories)
-  Facebook (fitness groups)
-  Event promotions and local meetups

tone & messaging style

- Social, encouraging, and friendly
- Community-focused

INFLUENCES

- Follows social fitness influencers like Cassey Ho (Blogilates) and Tiffiny Hall.
- Participates in local fitness events or meetups through platforms like Facebook.

User Persona: Segment 3 (Group Class Enthusiasts)



"There's something about working out with others that makes it more fun. It's not just about the fitness, it's about the community."

BIOGRAPHY

Danielle enjoys the social aspect of group workouts. She prefers dynamic group classes like cycling, yoga, or aerobics for motivation and accountability.

GOALS

- ✓ Stay motivated with group workouts.
- ✓ Connect with others in the fitness community.
- ✓ Improve general fitness.

EXPECTATIONS

- Easy-to-navigate class booking system.
- Notifications for upcoming classes and events.
- Option to join virtual or on-demand classes for flexibility.

HABITS

- 🎯 Follows fitness groups on Facebook.
- 🎯 Shares fitness progress in social communities.
- 🎯 Engages in fitness challenges with online peers.

PAIN POINTS

- ✗ Difficult class scheduling and availability.
- ✗ Lack of social community features in fitness apps.
- ✗ Limited integration with wearable fitness trackers.

CONTEXT OF USE

- Joins fitness classes, both in-person and virtual.
- Prefers group settings for social interaction and motivation.
- Enjoys structured, instructor-led workouts with real-time feedback.

PLATFORMS

- Mobile: For booking and following group classes.
- Smartphone: For checking class schedules and reminders.

DANIELLE TAYLOR

School Teacher

PROFILE

- Age: 40
- Gender: Female
- Location: Chicago, IL
- Income: \$55,000/year
- Education: Bachelor's in Education
- Relationship Status: Divorced

MARKETING PERSONA : SEGMENT 4 (WELLNESS & MINDFUL MEMBERS)

RYAN "THE MINDFUL MOVER" BENNETT





Marketing Tagline: *"Relax, rejuvenate, and restore – fitness with mindfulness."*

BIOGRAPHY




Ryan prioritizes mental wellness and holistic fitness practices like yoga and meditation. He views fitness as a way to relax and de-stress, focusing on mindfulness and flexibility rather than high-intensity training. He seeks calming routines that nurture his mind and body equally.

Title: Mindful Wellness Advocate
Age Range: 30–65
Gender: Male
Location: Urban & Suburban Areas
Income Range: \$100,000 – \$150,000/year

CONTENT PREFERENCES

-  Yoga, mindfulness exercises, and relaxation tips
-  Mental wellness and stress-relief strategies

BEST CHANNELS TO REACH OUT

-  YouTube (guided meditation and yoga sessions)
-  Wellness blogs (mental health & fitness)
-  Podcasts (meditation and wellness experts)

tone & messaging style

- Relaxed, soothing, and calm
- Focused on balance and inner peace

INFLUENCES

- Follows wellness influencers like Deepak Chopra and Jay Shetty.
- Engages with YouTube channels like Yoga With Adriene for mindfulness and yoga.
- Listens to wellness podcasts like The Mindful Kind.

User Persona: Segment 4 (Wellness & Mindful Members)



Katie Anderson

Executive Coach

Profile

- Age: 45
- Gender: Female
- Location: Seattle, WA
- Income: \$130,000/year
- Education: Master's in Business Administration
- Relationship Status: Married

"It's not about pushing my body to its limits; it's about finding balance and nurturing my mind and soul through movement."

Biography

Katie is focused on maintaining overall wellness through mindful activities like yoga, meditation, and breathing exercises. She prefers low-impact, restorative workouts to relieve stress.

Goals

- ✓ Stay relaxed and balanced with mindful workouts.
- ✓ Relieve stress through meditation and yoga.
- ✓ Improve flexibility and mental wellness.

Expectations

- Seamless access to meditation content and yoga routines.
- Personalized wellness content.
- Guided relaxation and stress-reduction features.

Habits

- 🎯 Prefers gentle fitness routines like yoga.
- 🎯 Follows wellness coaches and mindfulness blogs.
- 🎯 Seeks content that promotes mental clarity and stress relief.

Pain Points

- ✗ Seamless access to meditation content and yoga routines.
- ✗ Personalized wellness content.
- ✗ Integration with mood tracking and stress management tools.

Context of Use





- Uses fitness apps for mindfulness and wellness routines.
- Engages with wellness platforms for stress management.
- Seeks content focused on mental health and relaxation techniques.






Platforms

- Mobile: for yoga and mindfulness app usage.
- Smartphone/Tablet: for guided meditation and relaxation techniques.

UX TEST AND USER PERSONA SCORES FOR ALL SEGMENTS AND USER PERSONAS

FEATURES SELECTED FOR UX EXERCISE

 Membership Information
 Guest Access
 Personal Training
 Supplement Shop

 Apparel Store
 Blog
 Contact Information
 Terms and Conditions
 Follow on Instagram

UX SCORES IN THE BELOW TABLE RANGE FROM:

- 1 = THE PERSONA IS CONFUSED, ANNOYED, OR SOMEHOW HARMED BY THE FEATURE
- 0 = THE PERSONA DOESN'T CARE ABOUT THE FEATURE ONE WAY OR ANOTHER
- +1 = THE FEATURE PROVIDES SOME VALUE TO THE PERSONA
- +2 = THE PERSONA LOVES THE FEATURE, OR THE FEATURE DOES SOMETHING WONDERFUL FOR THE PERSONA EVEN IF THEY DON'T REALIZE IT

FEATURES SELECTED FOR UX EXERCISE

User Persona	Membership Information	Guest Access	Personal Training	Supplement Shop	Apparel Store	Blog	Contact Information	Terms and Conditions	Follow on Instagram
Dedicated Gym Enthusiast - Taylor Miller	+2	0	+1	+1	0	0	0	0	+1
Casual Fitness Member - Sarah Collins	+1	0	0	-1	-1	-1	+1	0	0
Personal Training Seeker - Mike Rodey	+1	0	+2	+1	0	+1	+1	0	0
Group Class Enthusiast-Danielle Taylor	+1	+1	0	-1	0	+1	+1	0	+2
Wellness & Mindful Member - Katie Anderson	+1	0	0	-1	-1	+2	0	0	+2



Thank you

SEE YOU NEXT 

