**Product:**

**Fit Start**: A fitness tracking app for beginners.

**1. User Research:** Make some preliminary user research.

**Target Audience:** Beginners, who want to track fitness but are pushed away by complicated apps.

**Insights:**

* Users lose motivation very easily.
* Users look for simple, non-technical meal and exercise tracking.
* Affordable or free solutions.

**2. Persona Creation:**

**Persona:** Jessy

**Age:** 24

**Gender:** Female

**Location:** Chicago

**Profession:** Graphic Designer

**Goals and Objectives:**

* Regularly keep track of weight and progress.
* Create a work out plan at home.
* Discover quick, healthy recipes.

**Psychographic Information:**

**Interests:** Pinterest Recipes, Yoga, Instagram Health blogs.

**Personality:** Procrastinating Organizer

**Behavior and Preferences:**

* App lover-likes graphics-rich apps such as charts of trackers.
* Reminders will keep him consistent.
* Gamification enthusiast and likes points and badges for earning things.

**Pain Points/ Challenges:**

* He has difficulty focusing on his exercises.
* The apps which calorie counting apps are not clear for him.
* Beginner workout requirements.

**3. Journey Mapping**

**Fit Start User Journey Phases:**

**1. Awareness:**

* Jessy saw an advertisement of Fit Start on Instagram saying it is a smooth and seamless way to monitor fitness for those who are still beginners.
* She clicked through the advertisement to the site.

**2. Consideration**

* Jessy read several testimonials about users whose goals, through Fit Start, had come true.
* She watched a demo video on its simplicity and easy operation.
* She saw a free trail and downloaded it.

**3. Onboarding:**

* She starts by creating an account, which requires some very basic information about herself: her age, her weight, and how she wants to work out.
* She gets the 7-day beginner workout and healthy meal plan through the application.
* She reads a super brief video onboarding describing how to navigate the application.

**4. Utilization:**

* She tracks meals by using an app with an ultra-simple interface.
* She completes workouts for the day and gets her badge for continuous exercise.
* She posts progress photographs in the community section to be motivated.

**5. Retention:**

* Jessy gets inspirational tips and reminders.
* She unlocks milestone rewards that include free access to premium features for a month.
* She automatically re-subscribes because of constant updates in progress.