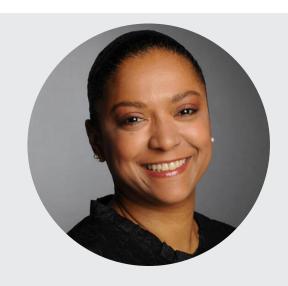# KEANNE HENDRICKS

MOTIVATIONS:

Keanne is currently a Powerlifter in the lightweight division. She was not a competitive athlete earlier in life but recently started participating in local powerlifting meets. These days she works with a coach to prepare for her meets and to reach her target lifting goals. In addition to training she has a full-time job so it's important for her to track data to ensure she is maximizing the time, effort, and money she puts into her training. She also wants to be able to better estimate when her body will peak to more effectively plan her meets throughout the year.

GOALS:

- Maximize training results
- More effectively track progress during training cycles
- Reach peak performance during scheduled lifting meets

FRUSTRATIONS:

- No mobile app available for RTS
- Apps not entirely self-intuitive
- Limited import compatibility with other apps

Role: Competitive Powerlifter
Age: 40
Occupation: Nonprofit Manager
Location: Washington D.C.
Gender: Female
Tech Level: Intermediate

BIO:

Keanne is a 40 year old nonprofit manager living in Washington D.C. She lives with her partner and her golden retriever in a classic D.C. townhouse. She spends most of her free time in her home gym or cooking up new recipies. Keanne believes in the value of community and often volunteers her time to teach weightlifting to at-risk youth.

"Dashboards showing my progress are very motivating to me; I am methodical and like having evidence to reaffirm the hard work I'm putting into my training."

ROTH MAXWELL

MOTIVATIONS:

Roth grew up playing many different sports, anything from wrestling to rock climbing. During a rock climbing trip two years ago, Roth sustained a serious knee injury and had to get surgery. In his physical therapy sessions, Roth was introduced to weight training. Since then, Roth realized the importance of strength training in injury prevention and he eventually started CrossFitting as a way to combine his love of functional fitness and weight-training. Roth primarily tracks his performance data to compare with his gym friends.

GOALS:

- Use strength training to stay injury free
- Make sure that programming is effective
- Beat my friends at workouts!

FRUSTRATIONS:

- Usability could be improved
- Low compatibility with other apps to import data
- No effective searchability or reorganization features

BIO:

Roth is a 34 year old social worker living in Portland, Maine. Roth loves being outdoors and often spends his weekends rock climbing and camping with friends. In addition to rock climbing, Roth loves taking road trips around the U.S. He hopes to start a travel blog soon, chronicaling his visits to CrossFit gyms around the U.S.

Role: CrossFitter
Age: 34
Occupation: Social Worker
Location: Portland, Maine
Gender: Male
Tech Level: Intermediate

"My goals for tracking performance data are mostly personal. I am a competitive person and enjoy making progress and seeing how far I can push myself."