



ALEX ERAMO
32, consultant

background

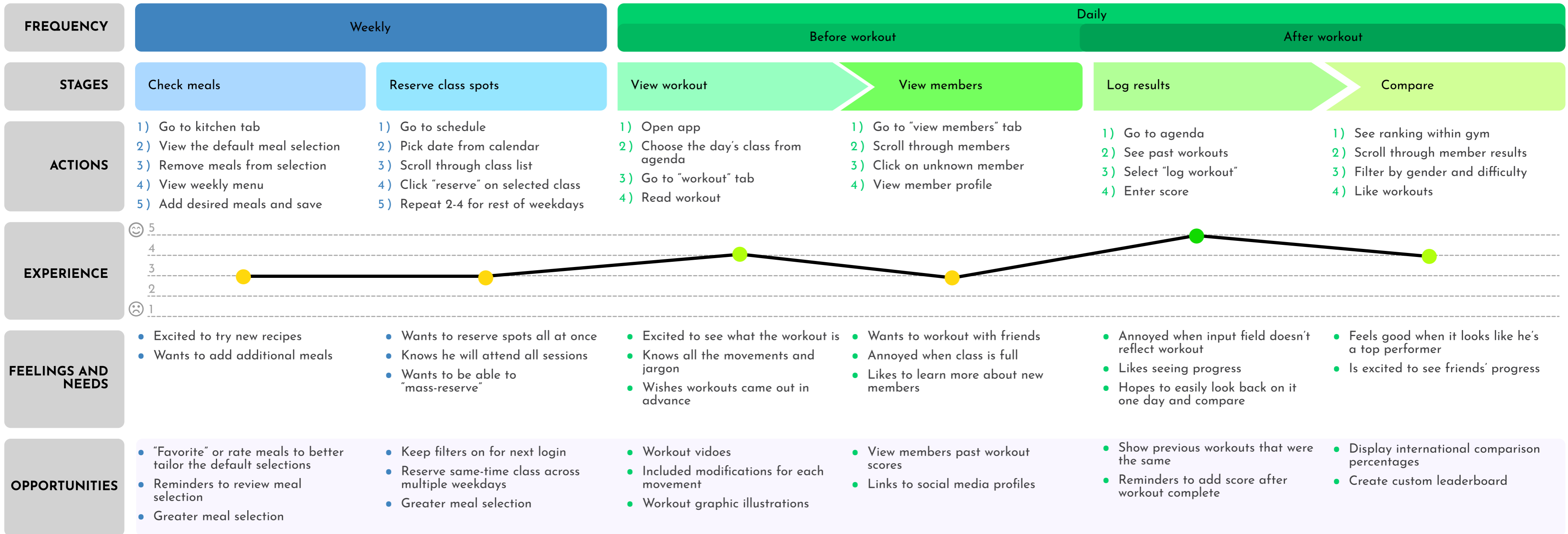
Alex has been a member at this affiliate for three years. He goes to class 5x a week and recently signed up for the meal service.

scenario

Alex would like to register himself for next weeks classes and view the next days workout. He uses the app daily and tracks his progress on it

expectations

- Easily reserve spot in class
- Quickly view workout
- Adjust meals





LARA MORISSO
28, Data Scientist

background

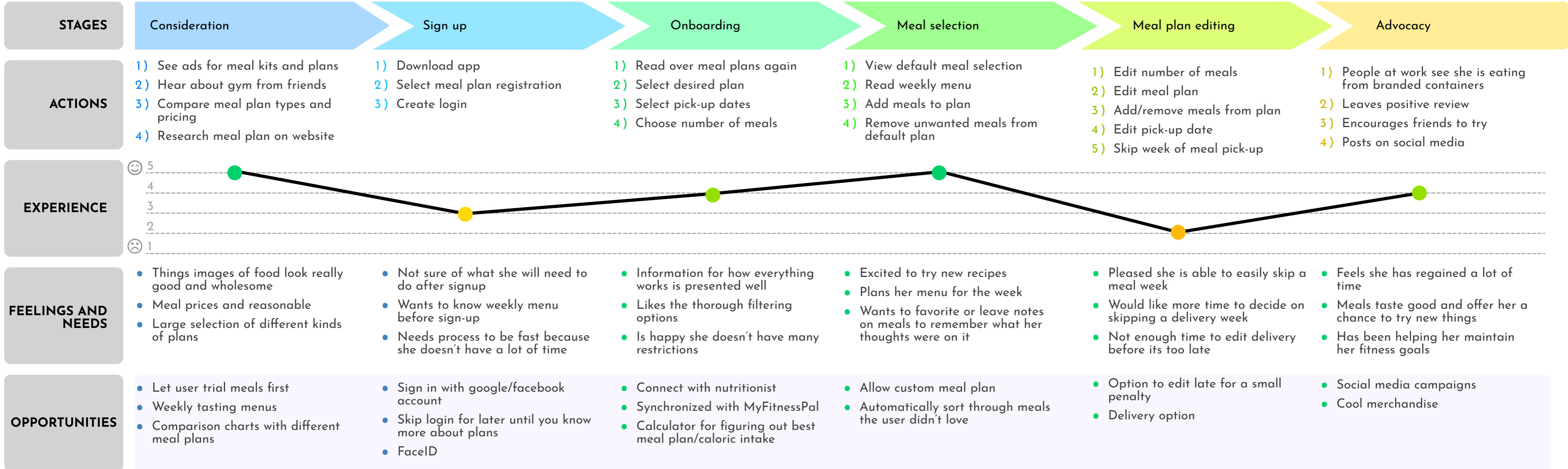
Lara has just moved to this new city to work for a demanding start up. She liked exercising but doesn't have time to commit.

scenario

Lara needs to find a healthy food delivery solution so that in the little free time she has, she can relax and see her friends.

expectations

- Healthy food options
- Rotating menu
- Easy set-up and maintenance





MATILDA JONES
56, Administration

background

Matilda works part-time in an administration job but has lived a mostly sedentary life for almost a decade. As a result, she has put on weight and some of her health markers have gone up.

scenario

Matilda wanted to begin exercising but didn't know where to start. She is afraid of injury and enjoys working out more in company.

expectations

- Personalized coaching
- Safety
- Community
- Hobby

STAGES

Consideration

Sign up

App Use

Advocacy

Further engagement

ACTIONS

- 1) Speaks to doctor about health risks
- 2) Research different group workout classes
- 3) Visit gym and speak to owner

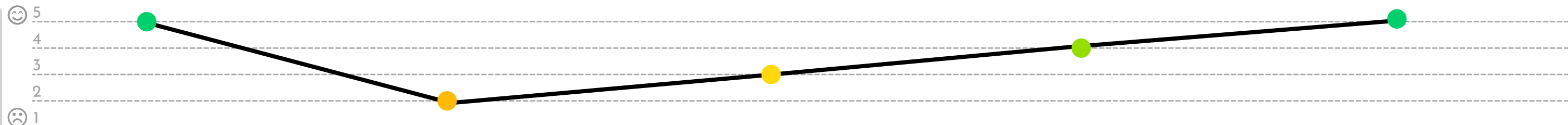
- 1) Download app
- 2) Check email for access code given to her by owner
- 3) Write password somewhere so she doesn't forget

- 1) Register for classes weekly
- 2) Like other people's workouts
- 3) Read gym updates and news
- 4) Check attendance

- 1) Post to Facebook about results
- 2) Tell friends about gym community
- 3) Leave good review
- 4) Encourage friends to try

- 1) Consider meal plan
- 2) Consider nutritionist
- 3) Consider one-on-one personal training

EXPERIENCE



FEELINGS AND NEEDS

- Mixed reviews about safety of CrossFit
- Has never lifted weights before and is worried
- Learned resistance training is most effective for her needs

- Does not spend a lot of time on her phone
- Prefers to use websites
- Is confused about access code and finding it

- Likes to try out different classes
- Easy to sign up for class
- Forgets what days and times she signed up since it varies week to week

- Happily leaves review when asked by owner
- Sees great improvements in her lifestyle and energy
- Wants her friends to try

- Happy with experience at gym and expects other services to be equally great
- Wants to improve her fitness and health
- Setting fitness goals

OPPORTUNITIES

- Free trial class
- Option to schedule an appointment with owner
- Explanation of risks and safety of CrossFit

- Sign in with google/facebook account
- Sign-up performed at gym when access code received

- Integrate reservations with calendar
- Sync with fitness tracker
- Create simplified app view

- Referral program
- Mentions in social media

- Discounts to try programs
- Reminders to check out the different services