

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

	Weekly		Daily			
FREQUENCY			Before workout		After workout	
STAGES	Check meals	Reserve class spots	View workout	View members	Log results	Compare
ACTIONS	<ol> <li>Go to kitchen tab</li> <li>View the default meal selection</li> <li>Remove meals from selection</li> <li>View weekly menu</li> <li>Add desired meals and save</li> </ol>	<ol> <li>Go to schedule</li> <li>Pick date from calendar</li> <li>Scroll through class list</li> <li>Click "reserve" on selected class</li> <li>Repeat 2-4 for rest of weekdays</li> </ol>	<ol> <li>Open app</li> <li>Choose the day's class from agenda</li> <li>Go to "workout" tab</li> <li>Read workout</li> </ol>	<ol> <li>Go to "view members" tab</li> <li>Scroll through members</li> <li>Click on unknown member</li> <li>View member profile</li> </ol>	<ol> <li>Go to agenda</li> <li>See past workouts</li> <li>Select "log workout"</li> <li>Enter score</li> </ol>	<ol> <li>See ranking within gym</li> <li>Scroll through member results</li> <li>Filter by gender and difficulty</li> <li>Like workouts</li> </ol>
EXPERIENCE	© 5 4 3 2 © 1					
FEELINGS AND NEEDS	<ul> <li>Excited to try new recipes</li> <li>Wants to add additional meals</li> </ul>	<ul> <li>Wants to reserve spots all at once</li> <li>Knows he will attend all sessions</li> <li>Wants to be able to "mass-reserve"</li> </ul>	<ul> <li>Excited to see what the workout is</li> <li>Knows all the movements and jargon</li> <li>Wishes workouts came out in advance</li> </ul>	<ul> <li>Wants to workout with friends</li> <li>Annoyed when class is full</li> <li>Likes to learn more about new members</li> </ul>	<ul> <li>Annoyed when input field doesn't reflect workout</li> <li>Likes seeing progress</li> <li>Hopes to easily look back on it one day and compare</li> </ul>	<ul> <li>Feels good when it looks like he's a top performer</li> <li>Is excited to see friends' progress</li> </ul>
OPPORTUNITIES	<ul> <li>"Favorite" or rate meals to better tailor the default selections</li> <li>Reminders to review meal selection</li> <li>Greater meal selection</li> </ul>	<ul> <li>Keep filters on for next login</li> <li>Reserve same-time class across multiple weekdays</li> <li>Greater meal selection</li> </ul>	<ul> <li>Workout vidoes</li> <li>Included modifications for each movement</li> <li>Workout graphic illustrations</li> </ul>	<ul> <li>View members past workout scores</li> <li>Links to social media profiles</li> </ul>	<ul> <li>Show previous workouts that were the same</li> <li>Reminders to add score after workout complete</li> </ul>	<ul><li>Display international comparison percentages</li><li>Create custom leaderboard</li></ul>



# 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

# **STAGES**

**ACTIONS** 

# 1) See ads for meal kits and plans

Consideration

- 2) Hear about gym from friends
- 3) Compare meal plan types and pricina
- 4) Research meal plan on website

#### Sign up

- 1) Download app
- 2) Select meal plan registration
- 3) Create login

# Onboarding

- 1) Read over meal plans again
- 2) Select desired plan
- 3) Select pick-up dates
- 4) Choose number of meals

#### Meal selection

- 1) View default meal selection
- 2) Read weekly menu
- 3) Add meals to plan
- 4) Remove unwanted meals from default plan

### Meal plan editing

- 1) Edit number of meals
- 2) Edit meal plan
- 3) Add/remove meals from plan
- 4) Edit pick-up date
- 5) Skip week of meal pick-up

Advocacy

- 1) People at work see she is eating from branded containers
- 2) Leaves positive review
- 3) Encourages friends to try
- 4) Posts on social media

# **EXPERIENCE**

**FEELINGS AND** 

**OPPORTUNITIES** 

NEEDS

- Things images of food look really good and wholesome
- Meal prices and reasonable
- Large selection of different kinds of plans
- Not sure of what she will need to do after signup
- Wants to know weekly menu before sign-up
- Needs process to be fast because she doesn't have a lot of time
- Information for how everything works is presented well
- Likes the thorough filtering options
- restrictions
- Excited to try new recipes
- Plans her menu for the week
- Wants to favorite or leave notes on meals to remember what her thoughts were on it
- meal week
- Would like more time to decide on skipping a delivery week
- Not enough time to edit delivery before its too late
- Pleased she is able to easily skip a
   Feels she has regained a lot of
  - Meals taste good and offer her a chance to try new things
  - Has been helping her maintain her fitness goals
  - Social media campaigns
  - Cool merchandise

# Let user trial meals first

- Weekly tasting menus
- Comparison charts with different meal plans
- Sign in with google/facebook account
- Skip login for later until you know more about plans
- FaceID

- Is happy she doesn't have many
- Connect with nutritionist
- Synchronized with MyFitnessPal
- Calculator for figuring out best meal plan/caloric intake
- Allow custom meal plan
- Automatically sort through meals the user didn't love
- Option to edit late for a small penalty
- Delivery option



# 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**

**ACTIONS** 

# ) Speaks to doctor about health

Consideration

- 2) Research different group workout
- 3) Visit gym and speak to owner

### Sign up

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

#### App Use

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

### Advocacy

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

# Further engagement

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

# **EXPERIENCE**

- 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**

**FEELINGS AND** 

**NEEDS** 

- 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