

BIO

Age: 58
Income: \$96,000
Education: B.S. Business
Work: Administration
Marital Status: Married, Kids

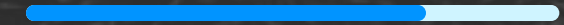
Matilda recently joined a box and committed to going three times a week. She is trying to lose weight for health reasons and lead a healthier lifestyle. In her free time she likes to go on short hikes.

MATILDA

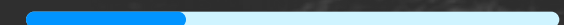


MOTIVATIONS

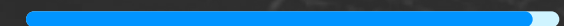
Physical Fitness



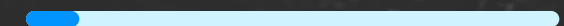
Convenience



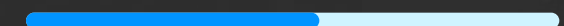
Health



Stress Outlet



Social



GOALS AND NEEDS

- Loose weight
- Regain mobility in older age
- Develop healthy habits and lifestyle
- Be a part of a community
- Personalized coaching to avoid injury

FEARS AND FRUSTRATIONS

- Injury
- Inconsistent nutrition information
- Not enough attention on her
- Feeling like her body is becoming weak and stiff