## Phase 1

## Research

Personas were constructed based on the earlier observations and interviews.

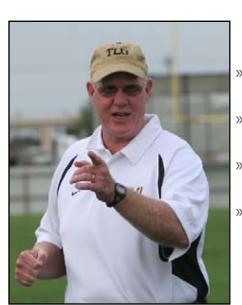




- » Wants To Improve Performance
- » Needs Fast Results
- » Wants Light Weight
- » Needs Easy Setup



- » Wants To Get In Shape
- » Needs Motivation
- » Wants To See Results
- » Needs Easy Use



- » Wants Better Team Fitness
- Needs Durability
- Wants Easy Use
- » Needs Low Profile



