


Phase 1 Research

Personas were constructed based on the earlier observations and interviews.

The Athletes:



“Anything to help my training”

Background:

- » Woman
- » Married
- » 27 years old
- » Full-time worker
- » Works as a retail store manager
- » Regularly works out at her local gym
- » Wants to train to become a tri-athlete

Attributes:

- » Female
- » Young
- » Middle Class
- » Experienced in personal fitness

Needs:

- » A tool to keep track of her overall fitness
- » Straightforward use
- » Body fat percentage readout
- » Heart rate monitor
- » Distance calculation
- » Small and compact size

Scenario:

She will be able to record her home computer. She has access to real time. Body fat percentage and downloaded to a computer.


Description:

She is a newly married woman who wants to maintain or improve her fitness. She regularly runs and plays soccer with her friends on the weekends. She is comfortable with her job security and has a healthy income. She is able to pick up and learn new things quickly and is comfortable with new technology. She hopes to someday compete in a triathlon and would like to start training to meet that goal.

	1	2	3	4
Comfort with Tech.				
Fitness				
Team Based Needs				

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The Out-of-Shape:



“Whatever will help me get in better shape”

Background:

- » Woman
- » Married
- » 48 years old
- » Full-time worker
- » Works as a secretary for the state offices
- » Feels more and more out of shape
- » Wants to loose weight and get back in shape

Attributes:

- » Female
- » Middle Aged
- » Middle Class
- » Little experience with personal fitness

Needs:

- » A way to keep tabs on her body weight and body fat
- » Straightforward use and easy to set up
- » The ability to track her overall progress
- » Small and compact size
- » The ability to work with her trainer better

Scenario:

She will be able to track her loss of body fat and heart rate. She can record and track her weight loss progress and see how her fitness is progressing. Data can be recorded and shown to her personal trainer to see where she is doing well and where more improvement is needed.


Description:

She was an athlete in high school but stopped playing in sports in collage. Her life style began to lack very much activity. With age, she realized that she no longer feels as good as she once did. Getting into better shape and losing some weight is now one of her priorities. She attends classes at her gym and now has a personal trainer to help.

	1	2	3	4	5	6	7	8	9	10
Comfort with Tech.										
Fitness										
Team Based Needs										

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The Coaches/Trainers:



“I want the best for my team”

Background:

- » Man
- » Married
- » 46 years old
- » Full-time worker
- » Works as the head football coach of OSU
- » Puts together training regimens with his aids
- » Wants to get the most out of his team

Attributes:

- » Male
- » Middle Aged
- » Upper Middle Class
- » Many years as a professional coach and trainer

Needs:

- » A way to track each player's fitness level
- » Straightforward use
- » The ability to record and network data with others
- » Small and compact size
- » Durable enough to withstand practices

Scenario:

The coach will be able to outfit each player with a small device that will monitor and record each player's performance during a practice. All data can be downloaded and stored on a computer. The data can then be analyzed by the coach and then networked with other coaches.

Description:

Head football coach for the OSU team. He wants to be close to making the pack 10, but he wants to be able to track and easily see his progress next year. He wants to be able to track his progress with his other coaches.

	1	2	3	4	5	6	7	8	9	10
Comfort with Tech.										
Fitness										
Team Based Needs										

Body Fat Analyzer Persona 2



- » 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

