

# **USER PERSONAS**

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**Gabriella Kovacs**





**Louis, 27**  
**Data Analyst**  
**Southport, UK**

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Driving half an hour every day to get to the gym-I just don't feel like it. I need a simpler, more affordable way to keep my body fit and healthy.

”

## ABOUT

Louis is renting a flat with his girlfriend in a quiet residential area far away from the city centre, so they can save up for a home. His job is flexible and he works from home mostly, only with the occasional visit to the office in Liverpool. He stopped hitting the gym during the pandemic, and now that he moved in with his girlfriend, he just doesn't feel like driving all the way to town for a workout. He loves to cook, but wants to be more conscious about his diet and spend less time in the kitchen preparing meals.

## EVERYDAY ACTIVITIES

- Runs with his dog Lilly in the morning
- Takes frequent breaks to stretch when working
- Likes to browse new recipes and impress his girlfriend with his cooking
- Goes cycling with his girlfriend at weekends

## NEEDS & GOALS

- Louis needs an affordable app for home workouts & meal planning
- Louis needs a way to track his activities/nutrition/ fitness progress
- Louis needs a fitness plan so he can get into the habit of exercising again

## MOTIVATIONS

- getting healthier and fitter
- losing a bit of weight he put on due to a sedentary lifestyle

## FRUSTRATIONS

- Feels annoyed when an app is not compatible with his smart watch or doesn't track the activity properly
- Dislikes spending a lot of time food shopping, would rather do it in 1 go

## DEVICE & INTERNET USAGE

Desktop	●	●	●	●	●
Mobile	●	●	●	●	●
Social Media	●	●	●	●	
Tech know-how	●	●	●	●	●



**Amy, 26**  
**Busy Mum**  
**Liverpool, UK**

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I don't seem to find time to go to yoga classes these days. I need to find a different way around it.

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## ABOUT

Amy is a stay-at-home mum looking to get back to work soon. While her husband is out for work, Amy takes care of their daughter, Nina, and runs the errands around the house. She has little time for herself, and can unwind only when the baby is asleep. Before the baby, she would go to yoga classes and dance fit, but now she never seems to find time for those. Cooking is also challenging with the baby around, so Amy prefers quick and easy, but healthy meals.

## EVERYDAY ACTIVITIES

- Taking care of Nina and the household
- Cooking
- Watching & practising yoga on Youtube when the baby is asleep
- Going for walks with Nina
- Going for runs when her husband is back

## NEEDS & GOALS

- Amy needs a home workout app to be able to exercise when the baby is sleeping
- Amy needs a way to track her activity when she goes running/walking
- Needs quick & easy meal prep ideas

## MOTIVATIONS

- getting healthier and fitter
- losing a bit of weight she put on during pregnancy
- Doing something for herself

## FRUSTRATIONS

- Feels annoyed by Youtube ads when she practises yoga
- Feels tired and unmotivated to exercise

## DEVICE & INTERNET USAGE

Desktop	●	●	●	●	
Mobile	●	●	●	●	
Social Media	●	●	●	●	●
Tech know-how	●	●	●	●	



**THANK YOU :)**