



Ivan Bailey

“My biggest challenge with exercising is having that sense of laziness try to take over. For example, a long day at work might push me over the edge to not feel like going to the gym.”

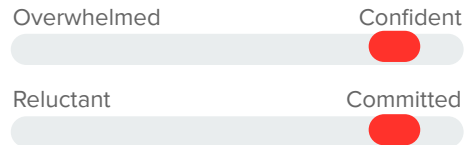
GOALS

- Improvement in an overall sense through more plant based diet, reducing stress and getting 8 hours of sleep
- Maintain current level of fitness
- To have a good community within the app to help motivation

FRUSTRATIONS

- Not being well rested in order to push harder at the gym
- Current workout routine is no longer challenging

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Other Services Used

- Instagram
- Hello Fresh
- Local gym membership
- Google Maps



Susan Martinez

"I follow a number of different "wellness" influencers on Instagram" for inspiration but starting is always the biggest challenge."

GOALS

- Exercise more and eat healthier
- Lose 20 pounds in anticipation for summer
- Easy to use

FRUSTRATIONS

- Motivation sticking to a workout program
- Making workout a priority due to other commitments
- Too many options

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Other Services Used

- Instagram
- Facebook
- Google Maps