

# Fitness App Target User Persona

## Name

Alex Kim

## Age

28

## Gender

Non-binary

## Location

Seattle, WA

## Occupation

Software Engineer

## Fitness Level

Intermediate

## Goals

- Build muscle
- Improve endurance
- Maintain a healthy routine

## Bio

Alex is a tech professional who enjoys outdoor sports and regularly works out at home. They value efficiency and personalization in fitness routines.

## Pain Points

- Time constraints due to work schedule
- Difficulty tracking progress
- Needs motivation to stay consistent

## Motivations

- Seeing tangible, tracked progress
- Community challenges
- Quick, effective workouts

## Favorite Features

- Custom workout plans
- Progress tracking
- Workout reminders
- Integration with wearables

## Devices Used

- iPhone
- Apple Watch

## Quote

"I need fitness to fit perfectly around my busy life, not the other way around."