

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."