

THE EX-ERCISER

“I want to set up an exercise routine to get fit again and look good for summer.”

SUMMARY

Exercises sporadically, falls in and out of routines. They want to look good, feel good and be healthier. They are curious about trying new things because they like variety so they don't get bored. They like to exercise with a friend or a group to make it fun and to have someone to hold them to account.

SCENARIO

The Ex-erciser has just finished a long day working from home - they miss social interactions. Spring is in the air and they are want to look and feel good for summer. They want to get back into an exercise routine to get fit again starting tomorrow morning. They need a fun, engaging and convenient way to ease back into an exercise routine and stick with it.

GOALS

Find convenient, fun ways to be active

Stick with routine long term

Get better over time

ATTRIBUTES

Gets bored easily

Not very experienced with exercise

Loves to be social

On a budget

Likes the sense of achievement

NEEDS

Fun / social activity to stay engaged

Planner, tracker + reminder system

Needs low cost options

Convenience

THE PROCRASTINATOR

“My doctor said I need to exercise. I’m not good at it and don’t know where to start.”

SUMMARY

Self-conscious around more experienced people. Does not think of themselves as ‘physically gifted’ and deals with negative self-talk and guilt over their poor health and lifestyle.

SCENARIO

The Procrastinator has just been told by the doctor that they really need to be more active. They feel anxious about exercising again given a lack of experience and confidence so need something easy to get started and stay consistent.

GOALS

To get healthier

To have more energy

Get into a good exercise routine

ATTRIBUTES

Concerned about health

Not experienced with exercise

Finds the unfamiliar scary

Tends to give up easily if too hard

NEEDS

An easy exercise activity (small steps)

Initial guidance & gentle nudges

To be rewarded for effort