

PERSONAS (1)



Mark, 35, USA

Persona description

	BEFORE THE WORKOUT	DURING THE WORKOUT	AFTER THE WORKOUT	
User actions	<p>1 hour before the workout and getting ready</p> <p>He makes sure my devices have enough battery, stable internet connection, is connected (to power line and to the internet via cable -no wifi).</p> <p>He gathers the gadgets necessary for the session (microphone, ringlight).</p> <p>He logs into FitCo and tests out the connection.</p> <p>He re-confirm the name of the client of the class and he looks at his class history, notes he has made about the client in the client's personal archive to see any pre-existing health conditions or sequence preferences, and ensures that his class aligns with the client's personal plan (goals to achieve).</p> <p>He sets up his physical space with all the elements he is going to need to train the client.</p>	<p>During the workout</p> <p>He logs into his schedule on the FitCo app and taps the session that is about to start, he presses start, and it automatically opens a video call within FitCo.</p> <p>He welcomes the trainee and ensures that the biometric device needed to give him real-time data on the client is activated and working properly.</p> <p>He starts the actual training session and instructs the client on which exercises to do.</p> <p>He views the client analytic dashboard that appears at the bottom of his screen while also checking visually the client's form for a more holistic understanding of how the client is working.</p> <p>He views the client dashboard to see when the client moves between the green, orange, and red zones. This information informs him on both the client's performance in comparison to previous sessions and advises him on when to give the client motivation as well as notifying him when the client is close to having the wrong form (orange zone) or has the wrong form (red zone). He makes comments to the client throughout the session based on the app's recommendations.</p>	<p>During the cooldown</p> <p>He congratulates the client and performs cool down stretches along with the client.</p> <p>He thanks the client for his/her commitment in the session and remind the client of the next session.</p> <p>He presses the "Cool Down" button on the FitCo video session and asks the client if he/she would like to review the workout statistics. He then displays FitCo's workout statistics which display things like 1) workout session compared to previous sessions in regard to vital signs, cadence, PR records 2) the number of times he/she entered the orange/red zone in regard to form and which specific exercises were "trouble areas" during that session</p> <p>He ends the session but stays in the application to leave notes once the client leaves.</p>	<p>1 hour after the workout</p> <p>He presses the "End Session" which immediately prompts him to leave notes on the client (goals, things that were important from the session, and things to work on before next session); there is also a button option to "Do Notes Later".</p> <p>Once he is finished taking notes on the client's summary statistics, he presses "Finish Notes".</p> <p>The notes that he takes as well as the summary statistics are automatically compiled into one document which get sent to the client and a reminder of the next session's date and/or option to schedule another session (in case a session is not already scheduled) is automatically sent to client's preferred method of communication (text, email, or both).</p>
User goals	To make sure that he is fully prepared for the class to go as smoothly as possible.	To make sure the client is getting what they want from the class, doing the correct movements based on my instruction and being able to give them an efficient feedback during the virtual activity.	To check-in with the clients to make sure they had a good session and to ensure they understand the analytics behind the session	
User thoughts	<p>“ I hope this class goes well! I'm excited! I need to make sure everything is perfectly set-up”</p>	<p>“ I hope the client is enjoying this session!</p>	<p>“ I hope the client is happy with the results of the trainings and feels like he/she is advancing in towards his/her goals.</p>	<p>“ That was a great session, I was really able to motivate them by using real-time data and saying things like 'Come on, you were pushing yourself harder last session, you've got this! Give me that same energy!'”</p>
User emotions	<ol style="list-style-type: none"> Anxious Cautious Stressed 	<ol style="list-style-type: none"> Excited Stressed 	<ol style="list-style-type: none"> Positive Curious Impatient 	<ol style="list-style-type: none"> Optimistic Happy Excited
Touchpoints	<p>Receives a push notification from the FitCo mobile app notifying him that he must prepare for the class and get ready</p> <p>He logs into the FitCo using the website application on his laptop to test out connection/wifi with the app.</p> <p>On the website FitCo application, he checks on the client's analytics from previous sessions, user activities on the FitCo platform (such as potential previous errors in form)</p>	<p>He enters the schedule section of the FitCo website application in order to access the virtual session.</p> <p>FitCo has integrated with his computer's camera and microphone for the virtual session.</p> <p>He enters the video session itself and is able to see FitCo's analytic dashboard on the bottom of the screen throughout the entire session.</p>	<p>He presses the "Cool Down" button on the FitCo video session which automatically stops gathering biometric data and shares the screen of the client's summary statistics (these summary statistics display individual session data as well as individual session data in comparison to previous sessions; this data includes 1) new PR records 2) vitals 3) form</p>	<p>He writes "End Session" on the website application and is automatically redirected within FitCo to the "Client's Notes Section" where he is able to write feedback, goals, and more for the next session.</p> <p>If he chooses to write the notes at a later time, he is sent FitCo's mobile application push notification within 24 hours to fill out the notes for his client.</p> <p>Once he is finished leaving notes, the "Leave Feedback" pop-up appears with a 30-second survey to ensure that FitCo allowed him to deliver the optimal experience to his client.</p> <p>If he feels like the client was dissatisfied with the session and/or he didn't understand how to do something, a FitCo representative emails, texts, or does both and asks to set up a time to talk with recommendations and help for a better user experience.</p>
Functionality	He expects everything to be ready and perfect before the class begins so that his clients will have the best experience.	He expects that FitCo is running smoothly and giving him the right analytics that will help him track the clients' performance so he can give live feedback and be able to avoid wrong movements.	He expects to obtain the workout statistics from FitCo and be able to give efficient notes to his client for the session.	He expects his client has enjoyed the session and got the results that he aimed to achieve that workout.