

PERSONAS (1)



Mark, 35, USA

Persona description

	BEFORE THE WORKOUT	DURING THE WORKOUT	AFTER THE WORKOUT	
	1 hour before the workout and getting ready	During the workout	During the cooldown	
	1 hour after the workout			
User actions	<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 confirms that his internet connection is working properly for Zoom.</p> <p>He re-confirms 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>He logs into Zoom to start the session with the client.</p> <p>He welcomes the trainee and does a brief talk about his/her objectives and what is happening in today's class. He starts the actual training session and instructs the client on which exercises to do.</p> <p>The client begins having a hard time viewing the specific exercises and form that he is instructing, therefore, he has to stop the session's "smoothness" in order to explain the movements more and give verbal feedback cues so that the trainee will understand better.</p> <p>He tries to give the client motivation by telling him/her to work harder and keep pushing but he can tell that the client is less motivated than he/she would be in the physical fitness center.</p> <p>He tries to see exactly the client's form throughout the entire workout but it's difficult because it's a video as opposed to in real life.</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 asks the client how he/she feels about the session and gives feedback on how the client can improve and continue to improve before the next session.</p> <p>The client tells him that his/her back is hurting and he/she thinks it's from the workout. He expresses to the client that he wishes he could be in person to give better feedback on form and that he thinks that the client might have made errors in certain exercises, however, he is unsure of what specifically caused a soreness/injury for the client.</p> <p>Despite the client feeling a bit injured, he is still able to get commitment for a next session and asks for the client's schedule to plan.</p> <p>He makes a scheduled appointment for their next session in one week.</p>	<p>He ends the Zoom call.</p> <p>He makes notes on the client feedback, goals, and comments for the next session within his own google document in which he keeps track of his clients.</p> <p>He sends the client a calendar invite with a Zoom link for the next week's session and sends an encouraging note about the workout to his client.</p>
User goals	To make sure that he is fully prepared for the class to go as smoothly as possible and to give an engaging session.	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 and motivating encouragement.	To check-in with the clients to make sure they had a good session and review goals, feedback, and client comments for next time.	To make sure that he keeps a documented history of the client's training progression and to make sure that the client is committed for the next session.
User thoughts	<p>“ I hope this class goes well. I need to make sure everything is perfectly set-up so that everything goes smoothly-- sometimes these virtual workouts can go wrong.”</p>	<p>“ This is so difficult. I just wish we were in person so that I could give them the optimal experience. It's so difficult to train using a video.”</p>	<p>“ I hate when my clients get injured after a session with me it makes me feel like a bad trainer, I just wish that there was a better way to give them feedback. Plus, I could tell that the trainee was not as motivated during this session, it's so hard to maintain morale during these sessions.”</p>	<p>“ That wasn't the best session but I'm glad that he/she rescheduled for another session. Hopefully next time it will be better, maybe I can reduce the complexities of the movements I'm instructing which will kind of hinder the client's progress, however, I'd rather them be safe than injured. I need to figure out a way to keep the morale up during these sessions.”</p>
User emotions	<ol style="list-style-type: none"> Anxious Cautious 	<ol style="list-style-type: none"> Excited Stressed 	<ol style="list-style-type: none"> Relatively content Frustrated Blue 	<ol style="list-style-type: none"> Frustrated Dissatisfaction
Touchpoints	He logs into Zoom to ensure that the internet is working properly so that there will be no lagging in the session and he tests his ringlight to make sure that the lighting is perfectly set up for the session.	He uses Zoom to conduct the workout and is speaking with the client virtually.	He uses Zoom to conduct the post-workout cool down and is speaking with the client virtually.	<p>He uses Google Docs to take notes on the client.</p> <p>He uses Google Calendar and Zoom to create a meeting link and to send the client a meeting appointment for the next session.</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 Zoom is running smoothly and that he can give the best, most exciting workout experience to his client.	He wants to review the client's feedback, talk about the session, ask for what the client's goals are, and make sure they're still going to participate in future virtual sessions.	This session left him feeling unfulfilled and discouraged, he realizes the need for something that will be able to help him give better feedback and better encouragement to make these virtual sessions the best they can be.