

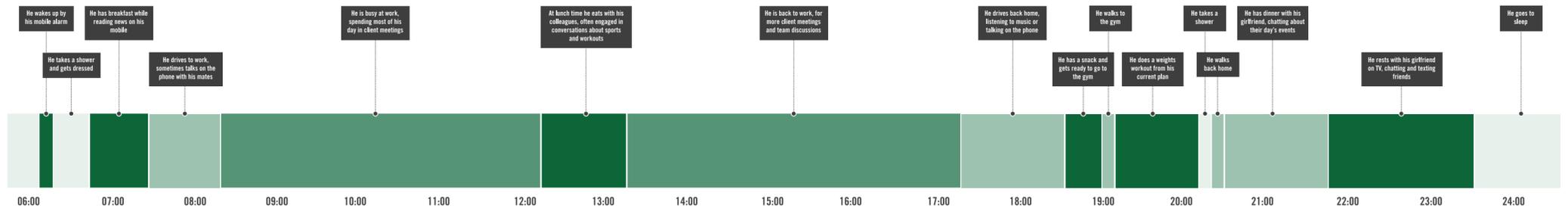


ANDREW, 26

Results, driven, goal focused and always looking for the next challenge. Works out 4 times a week reliably and prefers to commit to a program if he feels it's right for him and knows it's going to get him the results he wants.

- ✓ 26 years old, played intermural sports in college
- ✓ High fitness level
- ✓ Works out 4 times a week
- ✓ Mix of running, training and weights
- ✓ Prefers to follow a program
- ✓ Likes to compete in adventure races and rec sports

ON A TYPICAL WORKOUT DAY...



KEY MOMENTS



The saturation of the boxes describes how much the user engages with his mobile at that moment

- High engagement - He is interacting with the device at that moment
- Moderate engagement - He could interact for a few seconds but wouldn't shift his attention to it
- Passive engagement - He can see alerts but cannot interact
- Impossible to engage with his mobile

ANDREW'S GYM ROUTINE

HE PREPARES FOR THE WORKOUT

- 18:45 He reviews his workout for the day and estimates readiness.
- 18:47 He cannot recall some of the drills in his workout so he goes on youtube to watch demonstrations.
- 18:50 He prepares a playlist on his mobile.

HE CHECKS IN THE GYM

- 19:10 He walks in the gym and greets the receptionist.
- 19:11 He grabs a towel and walks in the changing room.
- 19:15 He finds a spare locker and changes clothes.
- 19:16 He wears his headphones and starts his music.
- 19:17 He puts mobile in his pocket and walks to the gym floor.

HE DOES A WEIGHTS WORKOUT

- 19:19 He greets a trainer who asks him how he's feeling today.
- 19:20 He checks the timetable to see what classes are currently on.
- 19:21 He decides to follow his workout plan.
- 19:22 He checks to see how busy the gym is so he can adjust his workout.
- 19:23 He steps on the treadmill for a 10 mins run.

- 19:33 He stretches for 2-3 mins and walks to a machine which is available.
- 19:35 He carries out 3 sets of 15 reps.
- 19:35 Between sets he checks his facebook on his mobile and likes a friend's post.
- 19:40 The next machine is occupied by another guy so he asks him to share.
- 19:44 While sharing they get engaged in a small talk about training preferences.
- 19:46 After that, he rests for 1 minute and moves to the next drill. This requires 12kgr dumbbells which are being used by a personal training session.
- 19:47 He decides to swap this drill with a machine equivalent.
- 19:48 Between reps, he spots a guy next to him who's doing bench presses.
- 19:50 He takes a look at his workout plan and moves on with the next drill.
- 19:51 He adds some extra weight than usual and carries out 3 sets.
- 19:54 He updates his workout plan with this performance.
- 19:55 He rests for 2 minutes and moves to the next drill.

- (he completes the rest of his drills in the same pattern)
- 19:58 At the end of his workout he always does abs, so he walks to the open plan area and grabs a mat.
- 19:59 He checks the time and decides to spend 10 minutes on this.
- 20:00 He carries out different exercises with a fast pace and short intervals.
- 20:10 He finishes his workout with a 5 minutes stretching at the same gym area.
- HE LEAVES THE GYM**
- 20:10 He walks down to the lockers and takes off his clothes and headphones.
- 20:20 He takes a 10 minutes hot shower to allow his body relax.
- 20:25 He dresses up and dries his hair.
- 20:30 He greets the receptionist, hands over the towel and walks out.