

Date
June 2026

Client
FitFuel

Project
AI-Enhanced
Fitness App

PERSONA



The Calendar-Trapped Professional

“Static plan in a dynamic life. That’s the actual problem.”

Age + Status

32, Single

Job Title

Sr. Product
Marketing Mgr

Income

~\$110K

Location

Brooklyn, NY

GOALS

What this person wants to achieve

— Get genuinely strong — do one pull-up, fix her back pain

— Manage stress; she’s a nicer person when she exercises

— A routine that is “just part of my life” without thinking

— De-centre weight loss — strength is the real goal

NEEDS

What they require to reach those goals

— A plan that survives travel and meeting overruns without shame

— No calorie tracking — hard limit due to disordered eating history

— AI that actually uses her calendar and sleep data

— Social accountability layer; her Pilates friend is the model

PERSONALITY

Where they sit on each spectrum

Introvert ————— Extrovert



Analytical ————— Creative



Busy ————— Time rich



Messy ————— Organized



Independent ————— Team player



INFLUENCERS

Who shapes their decisions

Strava

Apple Watch

ChatGPT (work)

BEHAVIOR TRAITS

LAPSED
ATHLETE

BOOM-BUST
CYCLER

GUILT-
DELETER

SKEPTIC

PAIN POINTS

Frustrations the product can solve

— Schedule disruption kills every plan — no graceful rebuild after travel

— Guilt from apps leads to deletion, not motivation

— Calorie tracking is a psychological risk; features rarely turn off

— AI recommendations feel generic
— “there was nothing about me in it”

INTERESTS

Hobbies & topics that influence decisions

— Soccer (former club athlete through college)

— Pilates (Sunday mornings, social accountability)

— Running / walking (New York lifestyle)

— Work productivity and time management

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The Caregiver at the Edge

"I'm not lazy. I'm tired. There's a difference."

Age + Status

41, Married, 2 kids

Job Title

Operations Manager (WFH)

Income

~\$85K

Location

Suburban Atlanta, GA

GOALS

What this person wants to achieve

— Lower pre-diabetic A1C and manage borderline blood pressure

— Strong enough to lift his mother safely without back injury

— Find a fitness rhythm inside caregiving — not after it

— Fit his old jeans eventually (fourth on the list)

NEEDS

What they require to reach those goals

— Home-only workouts — no gym commute, no equipment beyond basics

— One thing to open, one button to press — zero friction

— Plan that adapts to caregiving emergencies without punishment

— Progress framed in health numbers (A1C, BP), not appearance

PERSONALITY

Where they sit on each spectrum

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INFLUENCERS

Who shapes their decisions

His doctor

His wife

ChatGPT (work emails)

BEHAVIOR TRAITS

EXHAUSTED
CAREGIVER

FORMER
ATHLETE

MEDICALLY
MOTIVATED

FRUGAL

PAIN POINTS

Frustrations the product can solve

— Time and energy never coexist
— the window never opens simultaneously

— No Plan B — one path apps fail him; "If the app gives up on me, I give up"

— Food logging incompatible with family cooking reality

— Notification aggression — one extra ping and the app is deleted

INTERESTS

Hobbies & topics that influence decisions

— Football (high school and college)

— Dog walks (twice daily, non-negotiable)

— Family cooking and meal management

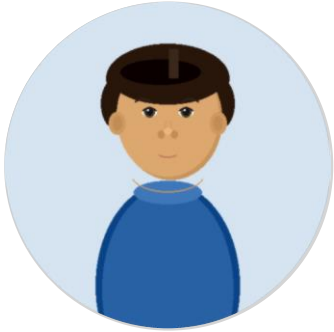
— Home improvement and garage projects

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The All-or-Nothing Cycler

“Choice is the enemy. Save me from myself, app.”

Age + Status

28, Male

Job Title

Freelance
Product Designer

Income

Variable (~\$70K)

Location

East Austin, TX

GOALS

What this person wants to achieve

— Get pull-ups back — had them in calisthenics era, wants them again

— Be “a person who has moved consistently for years” — never achieved this

— Use exercise to manage ADHD; sedentary = worse brain

— Protect recovery from disordered eating — no body goals

NEEDS

What they require to reach those goals

— One session surfaced immediately — no library browsing, no choices

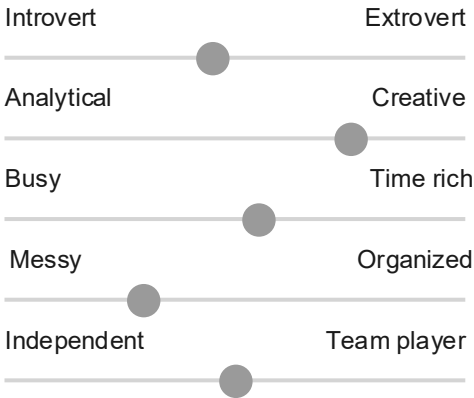
— AI that reads Oura + calendar and decides for him

— Volume ceiling to protect against burnout sprints

— Gender-neutral language throughout
— non-negotiable threshold

PERSONALITY

Where they sit on each spectrum



INFLUENCERS

Who shapes their decisions

Oura Ring
Future (cancelled)
Design Twitter/Bluesky

BEHAVIOR TRAITS

NEURODIVERGENT

DESIGN-LITERATE

SERIAL CHURNER

BOOM-BUST

PAIN POINTS

Frustrations the product can solve

— No middle gear — CrossFit twice a week doesn’t exist; it’s five or zero

— Time blindness — planned yoga at 5:30, looks up at 7pm in flow state

— Every app reinforces bad habits: streaks reward the intensity sprint

— Affordability — Future worked at \$150/mo but wasn’t sustainable

INTERESTS

Hobbies & topics that influence decisions

— Aerial silks, calisthenics, CrossFit (past eras)

— Product design and design critique

— Light yoga and walking (current baseline)

— Oura ring data and sleep tracking

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The Lapsed Athlete Finding Her Footing

“The body I knew how to train is gone. Nobody handed me a manual for this one.”

Age + Status

52, Married

Job Title

Elementary
School
Administrator

Income

~\$75K

Location

Minneapolis, MN

GOALS

What this person wants to achieve

— Feel confident in her body again —
named first, before anything functional

— Walk-jog a 5K without knee
complaint; play with future
grandchildren

— Return to being “an athletic person”
— she will not surrender the identity

— Push back on perimenopause; be
active, not just recipient of it

NEEDS

What they require to reach those goals

— Clinical credibility — PT involvement
signal before she trusts the AI

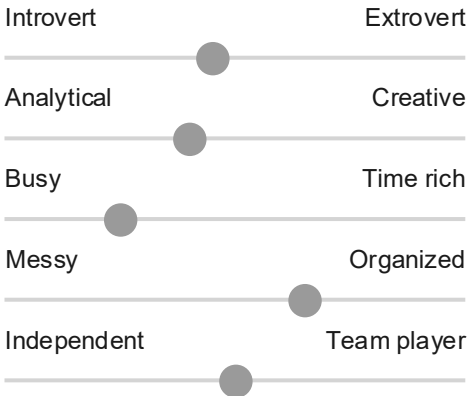
— Post-injury third category: not
beginner, not athlete — disrupted

— Functional progress tracking: stairs,
range of motion, not weight

— Human escalation option for pain
signals — AI cannot make that call

PERSONALITY

Where they sit on each spectrum



INFLUENCERS

Who shapes their decisions

Her physiotherapist
Trusted YouTube instructors
Her daughter

BEHAVIOR TRAITS

FORMER RUNNER	POST- SURGICAL
PERI- MENOPAUSAL	CAUTIOUS REBUILDER

PAIN POINTS

Frustrations the product can solve

— Fear of re-injury real and
unaddressed — freezes at every
twinge post-surgery

— No app category fits — too
experienced for beginner, not ready
for athlete

— “Feel younger” framing everywhere
— signals the app wasn’t built for her

— Menopause invisible in mainstream
fitness
— energy and sleep entirely
unaddressed

INTERESTS

Hobbies & topics that influence
decisions

— Running (20+ years, half-
marathons)

— Pilates (forties, when running
got harder)

— Dog walking (daily non-
negotiable floor)

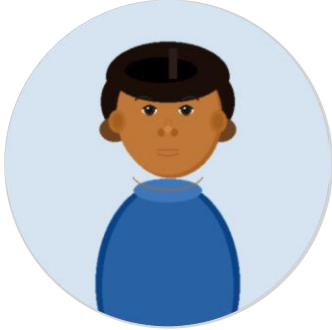
— Trusted YouTube fitness
instructors

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The Adaptive Mover

"I want products where I'm the default for the parts of the experience that involve me."

Age + Status

36, Single

Job Title

Sr. Customer
Support
Specialist

Income

~\$52K (tight from
medical costs)

Location

Portland, OR

GOALS

What this person wants to achieve

— "Figure out how to be active without crashing" — the whole problem statement

— Rebuild muscle; carry groceries up four flights without stopping

— Keep tandem cycling — the main social thread and joy anchor

— Reach a 30-40 mile tandem ride; he names the uncertainty directly

NEEDS

What they require to reach those goals

— Audio-first workout instructions — not a screen-dependent experience

— AI that treats self-reported fatigue as primary data, not heart rate

— Accessibility settings that persist across app updates

— Expressed AI uncertainty — confidence from a system that doesn't know him is a risk

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INFLUENCERS

Who shapes their decisions

Tandem cycling club partner
Headspace
Aaptiv (when affordable)

BEHAVIOR TRAITS

LEGALLY
BLIND

LONG COVID

AUDIO-FIRST

BUDGET-
LIMITED

PAIN POINTS

Frustrations the product can solve

— Every mainstream app is built for sighted users — forms assume sight

— Post-exertional malaise invisible to biometrics — heart rate doesn't capture it

— Accessibility settings reset on updates — re-entering prefs every 6 weeks

— Streaks punish the medically correct decision to rest on bad fatigue days

INTERESTS

Hobbies & topics that influence decisions

— Tandem cycling (twice weekly, social anchor)

— Dog walking (twice daily, structured obligation)

— Podcasts and audiobooks (primary content format)

— Cooking simply and on a budget