User Persona and Audience Definition

Hevy – Workout Tracking & Social Fitness App

Hevy is a fitness app designed for active users who want to track their workouts, monitor progress, and stay motivated through a social fitness community.

A common type of user is someone who is young, likely still a student, and comfortable using technology. Many users of this app are women. As long as instructions are written clearly, they will not have any major issues operating the app. Students using this need to be able to use the app while keeping up with their busy school lives.

Key Features

✔ Workout Tracking – Log exercises, track weights, sets, reps, and duration effortlessly.
✔ Curated & Custom Routines – Choose from expert-designed workouts or create personalized routines.
✔ Social Engagement – Follow other users, post workouts to a live feed, and receive likes/comments for motivation.
✔ Photo & Video Sharing – Upload workout clips and images to document progress.
✔ Leaderboard & Competition – Compare performance in real-time as exercise stats update dynamically.

With a clean, intuitive interface, Hevy ensures quick and efficient tracking during workouts, helping users stay focused without interruptions. Whether you're a beginner or an experienced lifter, Hevy makes it easy to stay consistent, engaged, and motivated.

Jordan Reyes – Fitness App User Persona

Name	Jordan Reyes
Age	27
Occupation	Marketing Coordinator
Education	Bachelor's Degree in Communications
Location	Denver, CO

About

Jordan is a busy professional who wants to stay fit but struggles with consistency. Between long work hours and a fast-paced lifestyle, they find it difficult to stick to a structured workout plan. They need a fitness app that provides quick, effective workouts that fit into their schedule and allows them to track their progress effortlessly. Jordan enjoys social fitness challenges but doesn't have time for long gym sessions.

Everyday Activities

- Works a full-time marketing job with occasional overtime
- Enjoys hiking and outdoor activities on weekends
- Attends social events and networking meetups
- Uses social media for fitness inspiration and motivation
- Prefers home workouts or quick gym sessions over lengthy classes

Goals & Needs

- Improve strength and endurance without committing to long workout sessions
- Find a fitness routine that fits a busy schedule
- Track progress with minimal effort
- Access guided workouts that require little planning
- Stay motivated through reminders, goal-setting features, and gamification

Frustrations

- **Complex UI:** Prefers a straightforward app layout without unnecessary steps
- **Expensive subscriptions:** Wants value for money and avoids overpriced fitness plans
- **Hard time self-motivating:** Needs reminders, rewards, or challenges to stay engaged

Motivations

- Feel healthier and more confident
- Have more energy throughout the workday
- Participate in fitness challenges with friends
- Establish a long-term, sustainable fitness habit

Device Usage

- **Smartphone:** Uses apps daily for fitness tracking, meal planning, and scheduling
- **Smartwatch/Fitness Tracker:** Tracks steps, heart rate, and workout progress
- **Laptop:** Occasionally watches workout videos but prefers mobile accessibility

Audience Learning Curve
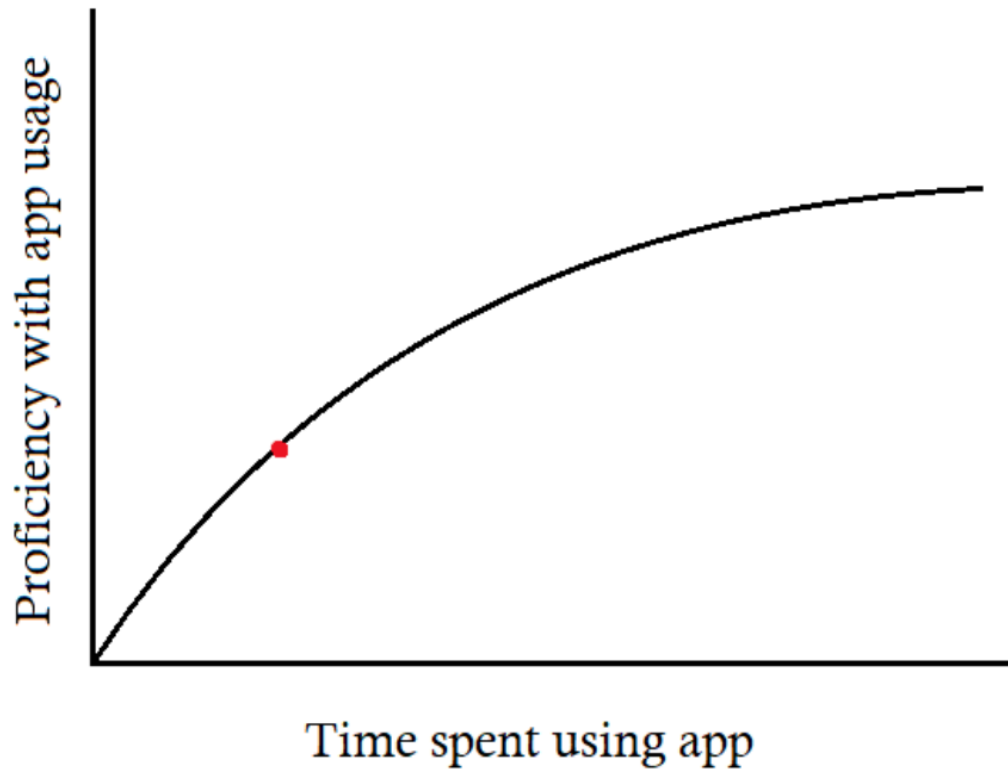
Jordan is familiar with workout tracking fitness apps, having used others before, so many aspects of the app's basic features will be familiar to him and easy to use, placing him on the red dot on the learning curve.