

Project Targets

Target 1

Who?	Struggle To	What?	Because	Why?	INSTEAD	This App Will Enable Them To	What?	Possible Features
Fitness Enthusiasts		find suitable workout partners, discover new workouts, and track their fitness progress		it is difficult to find a reliable partner and challenging workouts			set goals and track their fitness achievements with a partner or within a community	<ul style="list-style-type: none"> Track fitness activities and earn achievements Find workout partners that fit their needs Discover challenging workouts

Target 2

Who?	Struggle To	What?	Because	Why?	INSTEAD	This App Will Enable Them To	What?	Possible Features
Fitness Novices		make fitness a habit by exercising consistently and tracking their progress		they don't have the guidance and support they need to stay motivated			track their progress and find a suitable fitness community	<ul style="list-style-type: none"> Find more advanced workout partners or join fitness communities to encourage progress Track fitness activities and earn achievements Discover new workouts