

## Buddy Up: Personas and Scenarios

### Personas:

#### Summer



22 year old female in San Marcos, California  
Student at CSU San Marcos  
Majoring in Political Science

As a student, Summer is constantly busy with both work and school and finds it hard to find a balance between it all. She loves wandering downtown, trying to find new places to eat. She's an outgoing person, constantly making friends in her classes and getting to know her customers at work. She loves listening to rock music, creating new coffee drinks, and immersing herself in her research.

Summer wants to start going to the gym, but everytime, she thinks of an excuse to not go, "Oh, I'm too intimidated to go by myself, I'll find myself a gym partner and go then" or "I don't feel like going today, I'm too tired, I'll go another day."

#### Goals

- Find new people to go to the gym with that has the same interests as her
- Discover gyms that are beginner friendly and non-intimidating

## David



27 year old male in Seattle, Washington  
Accountant at a large company

David loves working out and keeping track of his fitness, nutrition, and weight goals. He is a kindhearted and outgoing person, always looking to help others out. He also loves to frequent bars to meet new people.

Before he moved from a quiet town in the Midwest to the busy streets of Seattle, he originally worked as a fitness trainer in a private gym before working a typical 9-5 job. As he goes to the gym now to work out, he notices that other people look nervous at the equipment, and some leave as soon as they walk in. Given his previous background as a trainer, he wants to help these people out but does not want to make assumptions about if they want to help or not. Additionally, because he moved to a new gym, he also wants to find a gym partner where they could keep each other motivated to push for new PRs as well as have similar interests.

### Goals

- Want to help people become comfortable with the gym
- Find gym partners for mutual motivation

## Stefan



39 year old male in London, Kentucky  
Forensics Analyst for the Department of Transportation

Stefan loves his office job where he can work in an office with minimal contact with others. His job is task oriented where he can set a schedule for himself and get his tasks done. He is typically shy, not wanting to talk to too many coworkers if he can and usually communicates through email and text, which is more comfortable for him.

After some chiding from his doctor, Stefan has been wanting to improve his lifestyle but is afraid to start going to the gym. He has never gone before and is worried that everyone there already knows what they are doing and that he will seem foolish as a beginner. He wishes he knew someone who could guide him through some exercises.

### Goals

- Find someone who can guide him through working out
- Wants to improve his lifestyle

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## **Scenarios:**

### Summer is running late

Running late to class after trouble finding parking, Summer found herself fast-walking a couple blocks to campus. Getting into the classroom, she finds herself panting loudly and sweating. Embarrassed, she sits down and vows to start using the running track in the university gym. However, she has trouble staying committed and wishes that she could find a friend to talk about common interests with. Unfortunately, none of her friends can match her schedule.

### David in Wonderland

Having recently moved to Seattle, David finds himself all alone at the gym. He loves going, but he misses the group he used to hang out with back in his sleepy Midwestern hometown. Despite being outgoing, he's had a bit of trouble making any substantial friends in Seattle. He's starting to wonder if the "Seattle Freeze" thing is true. David would love to find someone to exercise with and he doesn't mind helping out beginners. "Teaching is just another opportunity to learn," he thinks to himself.

### Stefan's Dilemma

Stefan has been suffering from back pain and putting on the pounds. After a recent talk with his doctor, it was recommended that he begin regular exercise. Having an intense hatred for most cardio, he has decided to try out weight training at the local gym. However, being a bit self-conscious, Stefan is wary of going alone. He wonders if there is any way to meet someone who would be able to accompany him and show him the ropes.