A person smiling in front of a building

Description automatically generated with medium confidence

**Name**: Jane Taylor

**Age**: 34

**Occupation**: Highschool gym teacher

**Income:** $40k/year

**Status**: Married

**Location**: London

**Character type**: fitness enthusiast

**About/Bio**

Jane works out every morning and hits the gym several times a week. She also teaches several aerobics classes at the local gym and is an avid bodybuilder who maintains a strict diet and exercise schedule.

# **Goals**

* Continue and improve her body and fitness levels
* Easily find and experiment with new workout plans

# **Pain points**

* Objectively measure her progress
* Create flexible workout plans that are adapted to her busy schedule
* Tracking her food intake is a lot of hassle

# **Personality**

* Introvert
* Follows her intuition
* Impatient