



Alex Persona

Doctor recommends more physical activity



Unsure where to start so she downloads app



Enters demographic info.

Input
Age: xx
Weight: xx
Height: xx

Motivated and has a better sense of direction as a beginner



Likely to follow these habits.

Platform guides overview for the week into readable format.

Trends
Weekly data

Platform provides feedback and encouragement

Feedback
Great job!
Keep going!
Positive trend

Platform creates a plan to follow

Personalized Plan

Maria Persona