

“Now that I have the time, I want to live a little!”

Persona: Over 55's
Name: Bridget O'Loughlin
Age: 67
Occupation: Retired personal assistant
Overview Living in Harold's Cross, Bridget is married with 3 children and a grandchild on the way.



Description

Background: Bridget is newly retired, having worked as a legal secretary for over 40 years.

Concerned that she would find retirement a little boring, Bridget has signed up with a local retirement group to give her a social outlet and an opportunity to learn about new classes and activities nearby.

A day in the life: Most of Bridget's day is spent out of the house: she attends meetings with her local retirement group and is involved with meals on wheels. Every morning she walks her dog Cassie around the block. She has also started an aqua aerobics class once a week in the Swan Leisure Centre nearby.

Computer skills: Having worked in admin for so long, Bridget is pretty handy with most word processing tools and has had a mobile phone since the 1990's. Although she uses the internet for researching holidays and Skyping her son in Australia, she usually prefers to speak to people face to face.

Health Bridget is generally in good health, but has a touch of osteoarthritis in her knees. She is interested in taking better care of her joints to prevent this condition from worsening.

Key Goals

- ✓ To maintain flexibility and strength, without overdoing it.
- ✓ To meet new people and try new things.

Insight

Bridget is retired – she has free time and cash to spend, but she doesn't think of herself as an old age pensioner and doesn't want to be treated as one.

“It hasn't felt right since the injury – I need to get back on track.”

Persona: Injury/Rehab

Name: Sean Ryan

Age: 35

Occupation: Architect

Overview: Originally from Co. Wicklow, Sean is single and working as an architect in Dublin 6.



Description

Background: Sean works in a small architecture firm in Ranelagh and lives in a rented flat close-by in Portobello.

He is a talented architect but his industry has been hit hard by the recession and he spends long hours at work – and even longer coming up to deadlines.

Sean played rugby in both school and college until he was injured in a bad tackle. He has had problems with neck pain ever since.

A day in the life: Apart from design, a huge part of Sean's job is maintaining relationships and acting as a point of contact between clients and contractors. When not glued to his computer, he can be found travelling between client meetings, suppliers and building sites.

Computer skills: Sean is a digital native; he lives online and was the first of his friends to get Netflix or use Hailo. As a design nerd he has to have the latest Apple gadget as soon as it comes out.

Health: Sean attends physiotherapy for his injury. Apart from this issue, Sean is in excellent health. He loves cycling and had joined a local club before worsening neck pain forced him to stop competing.

Key Goals

- ✓ To learn how to effectively treat his injury and manage his pain.
- ✓ To build on his new interest in cycling and find a complimentary exercise.

Insight

Sean's job is demanding and requires a lot of energy, but he also needs a physical outlet to reduce stress. Having chronic pain severely impacts on his life.

“I need to tone up, but going to the gym makes me feel like a hamster!”

Persona: General

Name: Miriam Fitzpatrick

Age: 46

Occupation: Accountant

Overview: Lives in Templeogue and works in the accounts department of a recruitment firm near Harcourt Street.



Description

Background: Miriam studied in UCD and has worked in financial services in both Cork and Dublin. Having been divorced for 3 years, she has recently joined an internet dating service and is enjoying her return to the world of romance.

Miriam is a bit self-conscious and would like to exercise more but finds it difficult to keep up her motivation in a gym environment. She starts off with enthusiasm, but finds the gym bunnies and the fast-paced environment a little intimidating and sooner or later she stops going.

A day in the life: Miriam spends 9 to 5, Monday to Friday sitting at her desk in the accounts department. In the evenings she likes to relax with a book or an episode of Fair City and a glass of red wine.

Computer skills: Miriam is pretty handy with a spreadsheet or an accounts package and loves her smartphone. She uses Facebook a lot and likes the satisfaction of finding a good bargain online.

Health: Miriam is in reasonably good health but leads a very sedentary lifestyle. She is a little overweight and finds that her back gives her trouble occasionally, especially after a long day in the office.

Key Goals

- ✓ To lose weight and boost her confidence in a fun and sustainable way.
- ✓ To fit a more healthy lifestyle around work and a social life.

Insight

Miriam has tried other group classes before but doesn't stick with them. She needs to feel like she's getting individual attention to keep her interested and motivated.

General

Fitness:

● ● ○ ○ ○

Motivation:

● ● ● ○ ○

Loyalty:

● ● ● ● ○



Key Message:

1. Convenience of classes
2. Quality of studio/equipment
3. Experience of instructors

Over 55's

Fitness:

● ● ○ ○ ○

Motivation:

● ● ● ○ ○

Loyalty:

● ● ● ○ ○



Key Message:

1. Tailored sessions
2. Individual attention
3. Quality of studio/equipment

Injury/Rehab

Fitness:

● ● ○ ○ ○

Motivation:

● ● ● ○ ○

Loyalty:

● ● ● ○ ○



Key Message:

1. Individual attention
2. Tailored sessions
3. Experience of instructors

Athlete

Fitness:

● ● ● ● ●

Motivation:

● ● ● ○ ○

Loyalty:

● ● ○ ○ ○



Key Message:

1. Tailored sessions
2. Individual attention
3. Experience of instructors

Pre-Natal

Fitness:

● ● ○ ○ ○

Motivation:

● ● ● ○ ○

Loyalty:

● ○ ○ ○ ○



Key Message:

1. Tailored sessions
2. Individual attention
3. Experience of instructors

Instructors

Fitness:

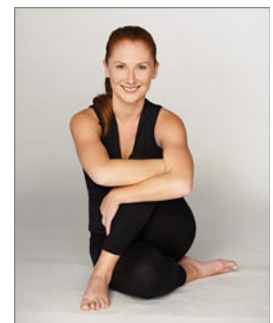
● ● ● ● ○

Motivation:

● ● ● ● ●

Loyalty:

● ● ○ ○ ○



Key Message:

1. Quality of studio/equipment
2. Experience of instructors
3. Convenience of classes/events