

# ALLISON DAYHEART

## FITNESS LEVEL

"Now that I'm older, I need to make better lifestyle habits. I need an easy way to stay motivated and interested in working out."

## BACKGROUND

Before Allison had children, she was naturally thin and appeared to be in good health. She exercised in college, but only because it was a social thing to do. Allison would go to the gym only when her girlfriends dragged her along, but ultimately she found it intimidating and too "competitive" for her taste. Growing up, Allison never participated in competitive sports and still avoids this type of activity because she feels that although she is a healthy person, she wasn't "built" for athletics. After graduating from college, Allison moved to New York City, where she didn't find the need to workout because she remained in shape without much effort. Living in New York, Allison walked everywhere, and she believes that this must have kept her in shape.

Allison then met Teddy and moved to Arizona. Although she did not gain weight after the move, Allison began to notice a lack of energy and she felt that her body was getting weaker. Once, she attempted to join a Pilates class at her local Scottsdale gym because her friend mentioned how much she enjoyed the class. Although Allison liked the low-impact, core-strengthening workout, she found the gym environment to be much too intense, and therefore uncomfortable.

Everything changed when she married Teddy and had their two children, Lucas and Ava. Allison has put on 65 pounds because of the two pregnancies, and she feels very bad about herself. No longer can she fit into the fashionable clothing at her store, and this depresses her dramatically. She has tried to lose the weight various ways, but has found it very difficult to find time and motivation to go to the gym. Allison is upset that she didn't form healthy living habits when she was younger and more impressionable, for she now lacks the motivation required to accomplish such a daunting task. However, she doesn't want to give up, and wants to lose this baby weight once and for all. Allison does realize that she needs to find a workout plan that she can stick with, however, or she will eventually gain the weight right back.

## GOALS

Allison wants to find a workout that she can do at home. She must be accessible to her children while she's working out, and she has learned that she hates the gym, so home seems to be the best option for her. However, she doesn't know where to start! She enjoys low impact workouts in which she won't sweat a lot, but will feel her muscles



## PROFILE

### Age:

38 years old

### Hometown:

Scottsdale, Arizona

### Martial Status:

Married to Teddy Dayheart  
Mother of Ava 4, Lucas 7

### Profession:

Allison works part-time at a local Scottsdale clothing boutique while her children are in school

## TECHNOLOGY USE

- Light technology user
- Avid texter and emailer
- Loves her new Android phone and wants to stay current on the latest apps

## GOALS

- To get rid of this wretched baby weight
- To learn a variety of exercises that she can do at home without getting bored
- To be accessible to her children while working out
- To establish healthier lifestyle habits

## FEATURED TECHNOLOGY

- Instructional videos
- Randomized routines
- Time remaining / countdown
- User level selector

strengthening. Allison wants to lose "this wretched baby weight" and keep it off. Ultimately, Allison wants to establish healthier lifestyle choices that she can adhere to and that she can teach her children as well.

## SCENARIO

It is 2 o'clock in the afternoon and Allison's daughter, Ava, is currently down for a nap. Her son, Lucas, will be at school for another hour. Allison realizes that this may be the only time today that she will have to work out. Allison only has about 45 minutes to exercise before she must leave to pick up Lucas, and wants to do something that won't require her to shower afterwards. Allison grabs her Android phone and goes to her ActiveIM application. She selects a Pilates workout, and chooses a new routine by shaking the phone a couple times. Doing this, Allison will have a unique routine that was different from the one she did last, and she finds that this variety helps to keep her attention. Allison also likes this application because she is able to select a "beginner's" workout, one that she feels will fit her level of physical fitness. Allison puts on her favorite relaxing audio mix and lays down on her pilates mat on the living room floor.

The ActiveIM application then tells her to start with a certain pilates pose: she must lay on her back, feeling herself sink into the floor, and practice pilates breathing for 10 counts. Allison is familiar with all of these key phrases, so she puts down her phone, follows the instruction and begins her routine. Allison then signals she is finished with this pose by advancing to the next exercise. The application then tells her to do the "cat back". Allison has never done this exercise before, and she wants to learn the proper movements, so she plays in informational video clip that explains the exercise. This video clip lasts 8 seconds and shows her the proper way to perform the exercise while also giving her basic instructions to complete the task. Once the video finishes, the key phrases are provided, so she can repeat them if needed. The application reads, on hands and knees, arch back, sink back, repeat. Allison also repeats these key phrases aloud to herself in order to remember the correct body position. Allison continues her workout by advancing through the Pilates poses. When she is familiar with a pose, she will do the exercise to the specifications on the application. When she is unfamiliar with a pose, Allison will play the instructional video clip as many times as she needs to feel comfortable.

As each pose is completed, the application informs Allison how many poses remain, and an estimated amount of time that is left for the workout. Allison feels a sense of accomplishment after finishing each pose, and likes that her phone keeps a record of the tasks she has accomplished. Allison also knows that the [ActiveIM] application has other record keeping technologies, but she is comfortable using it at a beginner's level right now. Allison especially likes the variety of workouts she can learn all in one place, right on her phone!