



DARREL HOFFMAN

FITNESS LEVEL

"I already know how to workout, what I need is something to help me record and analyze my progress."

BACKGROUND

Darrel graduated from Michigan State University with a degree in psychology. While in school he played football and gained a passion for physical fitness that carried with him into his career as a police officer in his hometown of Detroit. For him, staying strong and healthy is important not only for catching bad guys, but also to maintain his strong and powerful appearance. "I want to intimidate anyone who wants to mess with me."

Darrel is a very competitive lifter who trains 4–5 times a week. He enjoys lifting weight because he can feel and see progression every day. "If I miss a day of lifting, I just feel 'blah'." He has a membership at the local Powerhouse gym where he goes to lift. He prefers going there over working out at home because the gym provides specialized equipment and so he is able to perform the routines he wants. He also prefers the gym atmosphere and can easily find a workout partner there to help spot him during difficult lifts. "A good lifting partner pushes me to go the extra mile on my lifts."

Darrel is by nature very self disciplined and rarely misses a day at the gym. "The gym is like a second home to me in a lot of ways." Because of his background as a football player, he is also very knowledgeable about which exercises to do, how to perform them, and when and how often to train. He has a very detailed workout plan that he establishes well before he even gets to the gym.

GOALS

Darrel keeps track of a number of statistics that help him measure the progress that he makes in his physical conditioning. For instance muscle size, strength/weight ratio, mile run time, and weight maximums on each of what he considers core exercises. Being able to watch himself progress is very important and he looks to these stats to help him build his workouts. If he is lacking in one specific muscle group, he may engineer his workouts to help him hit that muscle more often and harder. Darrel would also like to track progress over time and see how quickly he is getting stronger. Fast, steady progression is important to him, and so he wants to monitor his progress over time to see if he is improving at an optimal rate.

PROFILE

Age:

31 years old

Hometown:

Detroit, Michigan

Martial Status:

Single

Profession:

Police Officer

TECHNOLOGY USE

- Not particularly tech savvy
- Work gave him an Android phone but he barely knows how to use any apps
- New to smart phones, but has it with him

GOALS

- To keep track of his progression by recording a number of workout statistics including muscle size and how much weight he is able to lift.
- To see his progress in the form of weekly and monthly totals for stats such as bodyweight/strength ratio and weight maximums.

FEATURED TECHNOLOGY

- Workout Tracker and Log
- Usage Graphs and Charts
- Comparison tools

SCENARIO

After a long day on patrol, Darrel is heading to the gym to get in his workout. He recently found out about [ActiveIM] from one of his more tech savvy fellow officers, Pete, who also works out at his gym. Pete told him he could easily start tracking the stats that he wants today, and down the road will be able to view his progression. So today Darrel decides to give it a try. After warming up and doing some initial stretching, he starts his workout with a bench press routine. After completing the exercise he opens [ActiveIM] on his Android phone and it immediately gives him the option to "Start a Workout" where he can begin entering in data about his routines. The navigation lets him easily select the bench press exercise, where he has the option to view a video about how to perform the bench press, or enter in his usage statistics. Darrel is a pro with this exercise so he just goes right to entering his numbers. He is able to enter his number of reps, amount of weight, and number of total sets, along with a number of other optional stats for that routine. After entering in his data, he moves to another routine and repeats.

At the end of the workout ActiveIM provides Darrel the option "Workout Finished" which he presses. It is here that Darrel can decide whether he wants to keep his usage stats stored locally on his phone, or if he wants to sign up with ActiveIM's main website and upload his data daily to be viewed online. Darrel has a computer so he decides to give it a try. Later that evening he logs into the site and can immediately see the stats recorded today at the gym. His friend Pete is also registered on the site and has made his statistics public, so he can compare his numbers and progression with his buddy. The site allows him to keep track of as many statistics about his workout as he wants, and provides graphs and detailed analysis of each of them.

A month later Darrel has noticed that he has rapidly progressed with his upper back, however he hasn't made very much progress with his biceps. He knows this by comparing his progression to others and can see where he should be. Based on this data, he knows he needs to change up his workout to focus more on his arms. So that day Darrel throws in another arm exercise but also makes variations on the arm exercises that he is currently doing. "I knew I wasn't workin' my arms enough. I think it's time to change up my workout a bit."