



Jarno Fischer

Age: 42
Profession: Design Manager
Status: Single
Location: Berlin, Germany

Bio:
Jarno is a driven and focused, and has a busy schedule as a design manager. He frequently uses his smartphone and smartwatch to stay organized and track his health. Jarno is committed to maintaining a healthy lifestyle despite his demanding work life and frequent travel. He is self-motivated and enjoys fitness, but his hectic everyday life often causes him to forget workouts or skip tracking his health metrics.

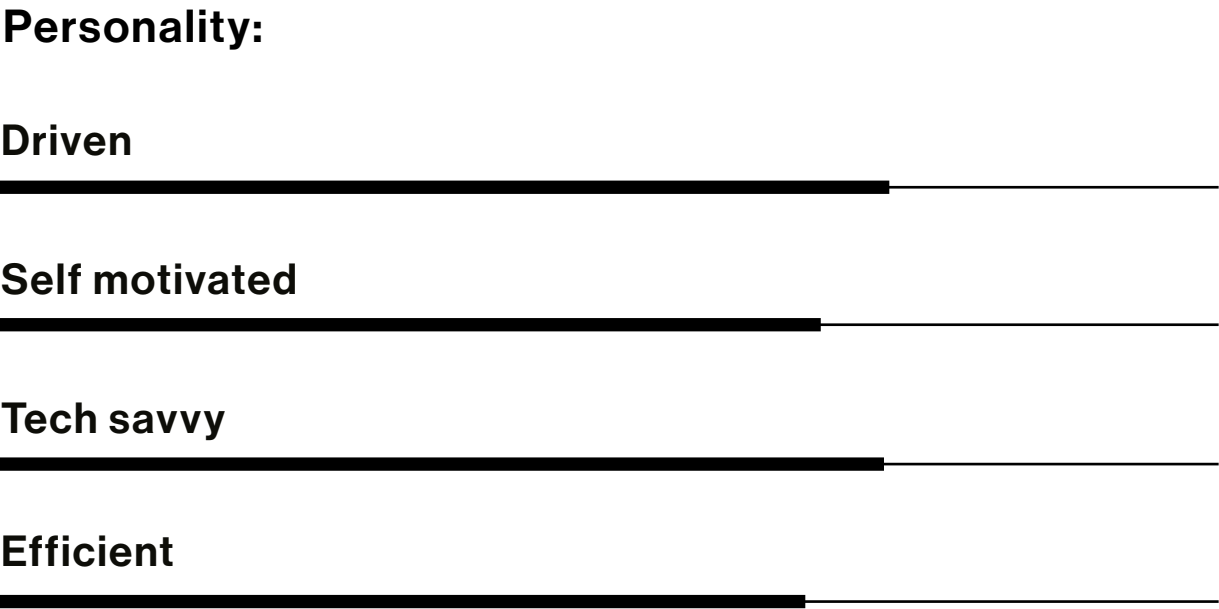
Interests:


Fitness


Technology


Nutrition


Outdoor activities



” *I just want to stay fit, without it feeling like another task.*

- Frustrations/pain points:**
- Forgetting to exercise due to his busy schedule
 - Current apps lack detailed insights into long-term heart health
 - Overly complicated workout apps with unnecessary features
 - Finds it hard fitting workouts into busy travel days

- Goals and needs:**
- Exercise consistently, even when traveling or at home.
 - Improve overall strength and heart health.
 - Track progress over time, especially heart rate trends.
 - A simple, equipment-free workout plan that adapts to his schedule.

- Motivations:**
- To stay healthy and active
 - To make the most of his limited time for better fitness results.
 - Use technology to simplify fitness and health tracking.

