

## TARGET AUDIENCE REPORT FOR FITSCHEDULE

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### Primary Target Audience

#### 1. Independent Personal Trainers

- Demographics: Ages 25–45, mostly urban-based
- Occupation: Freelance or self-employed trainers, often juggling multiple clients and gyms
- Needs:
  - Simplified scheduling and appointment reminders
  - Fewer no-shows and easier rescheduling
  - A mobile-first system to manage their business on the go

#### 2. Fitness Coaches & Specialists

- Includes strength & conditioning coaches, yoga instructors, pilates teachers, etc.
- Often offer hybrid (in-person + online) training
- Value branding tools, client management, and review/rating features

#### 3. Small Fitness Studios or Boutique Gyms

- Studios with 1–10 trainers
- Looking for lightweight booking tools without complex gym management software
- Want to offer clients seamless booking without phone/email friction

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### Secondary Target Audience

#### 4. Online Fitness Influencers or Coaches

- Monetizing through remote training, Instagram/YouTube programs
- Need structured session booking, even across time zones
- Often need calendar sync, payment collection, and automation

#### 5. Corporate Wellness Coaches

- Serving company employees with time slots
- Value polished scheduling tools and dashboards for analytics
- Often repeat clients, need recurring bookings and calendar blocking

#### 6. New Trainers Launching Their Brand

- Need to look professional from day one
  - Want affordable tools that grow with them
  - Prefer easy onboarding and branding customization
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#### **Psychographics**

- Entrepreneurial mindset
- Time-conscious and mobile-oriented
- Strong focus on client satisfaction and reputation
- Open to automation, want less admin work

**Persona #1**

<b>Name</b>	<b>Marcus Lee</b>
<b>Age</b>	29
<b>Job</b>	Online Fitness Coach
<b>Location</b>	Los Angeles, CA
<b>Personality</b>	Ambitious, Digital-native, Quick learner
<b>Lifestyle &amp; Interests</b>	Creating workout programs, live streaming workouts, Instagram reels
<b>Pain Points</b>	- Managing different time zones for online sessions
	<ul style="list-style-type: none"><li>• Forgetting to send Zoom links manually</li><li>• Chasing late payments  </li></ul>
	<b>Goals</b>   - Wants an automated booking + payment system
	<ul style="list-style-type: none"><li>• Seeks to scale globally with less admin work  </li></ul>

**Persona #2****Name** Samantha "Sam" Reid**Age** 32**Job** Freelance Personal Trainer**Location** Austin, Texas**Personality** Energetic, Organized, Practical**Lifestyle & Interests** Loves early morning workouts, social media marketing, healthy cooking, podcasts about entrepreneurship**Pain Points** - Struggles managing her schedule with 15+ clients across gyms and online

- Missed bookings because of poor communication
- Hates manual follow-ups and no-shows |

**| Goals |** - Wants an easy-to-use appointment system to manage bookings, cancellations, and reminders automatically

- Dreams of growing her business without being tied to her phone 24/7 |

**Persona #3****Name** Olivia Martinez**Age** 41**Job** Owner of a small Pilates studio**Location** Miami, FL**Personality** Calm, Patient, Customer-focused**Lifestyle & Interests** Boutique wellness, community building, minimalist living**Pain Points** - Clients cancel last minute without penalties

- Difficult to organize small group sessions efficiently |

**| Goals |** - Needs a polished booking portal for her studio

- Wants to automate client reminders and cancellation policies |

**Persona #4**

<b>Name</b>	Ethan Cooper
<b>Age</b>	26
<b>Job</b>	Freelance Strength Coach
<b>Location</b>	Chicago, IL
<b>Personality</b>	Tough, Disciplined, Straightforward
<b>Lifestyle &amp; Interests</b>	Competitive powerlifting, YouTube fitness videos, fitness gear reviews
<b>Pain Points</b>	- Double-booking himself accidentally
	• No-shows costing him 10–20% of monthly income
	<b>Goals</b>   - Needs a simple app to manage bookings
	• Wants clients to be able to pay upfront and get auto-reminders

**Persona #5**

<b>Name</b>	Priya Shah
<b>Age</b>	35
<b>Job</b>	Nutrition Coach offering private sessions
<b>Location</b>	New York City, NY
<b>Personality</b>	Caring, Detail-oriented, Analytical
<b>Lifestyle &amp; Interests</b>	Holistic wellness, recipe development, podcast guest appearances
<b>Pain Points</b>	- Hard to align client schedules with her own busy calendar
	<ul style="list-style-type: none"><li>• Lots of back-and-forth emails for bookings  </li></ul>
	<b>  Goals  </b> - Wants a seamless online calendar clients can use to self-book
	<ul style="list-style-type: none"><li>• Prefers automatic invoice generation with each booking  </li></ul>