

Hear

Think and Feel

They dream of being part of an important sport event like a marathon. Their main ambition is to be healthy. They feel frustrated when they can't finish a training or when they have to eat unhealthy food for several days.

They are motivated by music, fresh air, keeping track of their sessions and people. They love to belong to a group where they can share their experiences and worries.

They give a lot of importance to all the sports equipment like sportswear or sports machines because they know that is crucial to have a good equipment if you want to avoid injuries and practice sports well. They are very competitive.

They mainly use Instagram and Youtube. And to a lesser extent, they use Twitter and Pinterest. They follow the famous influencers in sports and healthy lives.

Sometimes they copy some routines or some strategy of these influencers. They learn about sports and food mainly on the Internet.

They are very active in forums or groups where they talk about sports and healthy food but they also look for groups in their city. They are very sociable.

Most of them go to the gym and there they have friends with the same interests.

Gain

They measure the success with APPs or gadgets that measure the activity. They always have goals, especially sporty goals like for example: Completing a marathon or making "X" push-ups each day.

See

Most of them have sedentary jobs and this is one of the reasons why they care so much about sports and healthy food. They see all the time on tv people who suffer some illness because of their sedentary life. And also, they hear all the time all the advice of having a healthy life and a balance. They prefer to follow and see the influencers and the gurus of this topic than seeing tv programs because they rely more on the influencers than on tv.

Say and Do

They have a positive attitude. They are always setting goals for themselves and they keep a record of their results. In their spare time, they practice sports.

They talk about sport and food trends. How to be healthier or which technique is better to avoid injuries in sports. They use APPs like Runtastic or activity bracelets.

Pain

They are frustrated when they are injured or when they can't finish a training for one reason or another. They are also frustrated when they don't have comfortable clothes, maybe because they are not well made or because they have a strange fabric that it's not good for sports.

