

Avatar Analysis

Daniel, 41



-Background and mini life history

- Went to the University of Virginia for environmental engineering
- Got his MBA from VCU when he was in his 30s
- Works as Senior Vice President for the largest environmental engineering firm across NC, VA, and MD
- Has two kids, Chandler (9) and Hannah (11)
 - Both kids are into sports. Chandler plays soccer and Hannah plays Lacrosse.
- Married to his wife, Amanda (38)

-Day in the life

- Wakes up at 5:30 AM
- Has breakfast with his wife.
 - Talk about the kids. Sports practice. School. Field trips. Extended family coming to visit. Family vacation that summer.
- Gets to work at 7:45 AM
 - Work day consists of many meetings and phone calls
 - Making key decisions on how to invest millions of dollars
 - Leaning on engineers, project managers, specialists to provide him with the info he needs to make the best decision.
 - High stress, high stakes decisions.

- Leaves work at 5:30 PM
- Swings by kids sports practice on way home if they have practice
- Otherwise gets home at 6 pm.
- Eats dinner with family
- Watches the news after, helps kids with homework
- Goes to bed around 10 pm

Outside Forces

- Sedentary lifestyle
- Not a very physically active lifestyle
- Job can be very physically draining due to the stress
 - Concerns keeping Daniel up at night
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Current State

- What is painful or frustrating in the current life of my avatar?
 - Daniel has noticed he has gained weight since turning 40
 - He doesn't have as much energy to keep up with his kids when they are playing
 - He doesn't have the energy for family activities that he used to
 - His pants fit tighter
 - His stomach is beginning to hang over his pants when his shirt is tucked in
 - He looks at pictures of himself from years past and notices he was thinner
 - Thinner around the face, stomach, hips, thighs
 - He is not very familiar with working out in a gym setting
 - He swam in high school, but never really had a need to lift weights so he wouldn't know what to do in a commercial gym
- What annoys them?
 - In the gym
 - Roidheads
 - Guys who throw enough weight on the bar to crush Arnold Schwarzenegger, scream their heads off when benching it
 - Intimidate others
 - Juiceheads
 - Gym divas
- What do they fear?
 - Daniel is well respected in his field
 - He fears entering a field where he doesn't know anything, like the gym
 - He could get in the way
 - He could hurt himself

- He could look like a jackass
 - His ego could be hurt by being terrible at something, which is something he isn't used to
 - To summarize, he is afraid of the embarrassment
- What do they lie awake at night worrying about?
 - He spends time awake at night worrying about business deals
 - Though he is seasoned and confident, he worries at times that he might make a decision that hurts his company
 - He worries about his kids future
 - He wants them to look at him as a hero. He has occasionally worried they won't if he doesn't take better care of himself.
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- What lack of status do they feel?
 - Daniel is very successful in his career.
 - He is looked up to by subordinates.
 - He is viewed as a leader.
 - But he knows deep down he is inferior to some subordinates in SOME ways, such as fitness
 - A 24 year old recent graduate at the company looks to Daniel for mentorship....Daniel feels insecure because he is far inferior to the grad physical
 - He couldn't keep up in any physical endeavor
 - He is okay with accepting that he is past his physical prime, but he knows deep down he could be in better physical shape if he took the initiative
 - He knows people older than him that are far superior to him physically
- What words does he use to describe his pains and frustrations?
 - Shame
 - Embarrassed
 - Pudgy
 - Frail
 - Failure (has failed at programs in commercial gyms)
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Dream State

- Short term
 - Daniel just wants to feel better
 - Wants to start getting in better shape
 - Wants to get a little stronger
 - Wants to have more energy
 - Doesn't want to have to put brainpower into it. Just wants someone to guide him and tell him what to do
- Long-term
 - Wants his wife to be proud of him

- Wants his kids to be proud of him
- Wants his kids to look up to him as a role model
- Wants to lose belly fat, wants bigger arms and a bigger chest
- Wants to feel proud of himself
 - Happy with what he sees in the mirror
 - Toned chest, toned arms,
 - More energy to play with his kids, spend time with his wife, etc.
- If they could wave a magic wand at their life and fix everything, what would their life look like?
 - Daniel would have more energy
 - He would be stronger
 - He'd have more energy in the evenings to spend time playing with his kids
 - He'd jump out of bed in the morning
- What enjoyable new experiences would they have?
 - More play time in the back yard
 - More date nights with his wife (he'd have more energy for that)
 - More energy throughout the workday
 - Less brain fog
 - Clearer thinking
 - Brings more energy into meetings, into conversations
- How would they feel about themselves if they made that change?
 - Proud
 - Excited
 - Joyful
 - Accomplished
 - Powerful
- What words do they use to describe their dream outcome?
 - Fit
 - Energy
 - In better shape
 - Stronger

Roadblocks

- What is keeping them from living their dream state today?
 - Daniel needs guidance
 - He doesn't know what to do in the gym, how to go about achieving goals
 - He hasn't even had somebody help him figure out what his goals should be
 - He has tried at commercial gym memberships and given up on them.
 - Insecurities of being a newby
 - Not knowing what to do
 - Going into the gym with no plan
 - Not seeing results due to not having a plan
 - Feeling discouraged, quitting the gym. Back to the drawing board.
- What mistakes are they making

- Going into gym endeavors strictly out of an “I should do this mentality”
- Not taking the time to understand fitness or what the goals should be
 - Then taking the time to come up with a plan
 - Then following the plan through to completion, being mindful of results

Solution

- What does the avatar need to do to overcome the key roadblock?
 - He needs guidance
 - Needs somebody to show him exactly what to do
 - More importantly (and he doesn't know this) he needs community to hold him accountable. To encourage him. To motivate him.

Product

- How does the product help the avatar implement the solution?
 - Phoenix Fitness and Martial Arts has top notch trainers leading training courses
 - They tell you exactly what to do and how to do it
 - They do the exercises with you
 - They encourage the whole group, don't cut them slack and push them to make it through
 - They motivate everyone through the training sessions
 - Somebody like Daniel
 - Doesn't need to know anything about fitness
 - Doesn't need to create his own plan
 - Doesn't feel self-conscious (the rest of the class tend to be middle age professionals like him)
- How does the product help the reader increase their chances of success?
 - Through the guidance, motivation, and accountability offered through Phoenix FMA.
- How does the product help the reader get the result with less effort or sacrifice?
 - No uncertainty of what to do (what exercises, etc.)
 - Trainers help to build the plan for you.
- What makes the product fun?
 - Team classes
 - Building relationships with classmates at the gym
 - Learning new exercises and new sports
 - Fulfillment of conquering workouts
 - Confidence from fitness
 - Confidence from knowing how to defend yourself
- What does your target market hate about related products?

