



**“I want to enjoy my old activities again but I am so out of shape.”**

## **Jack**

**68 Retired**

**Grandfather**

**North County San Diego, CA**

### **Pain Points**

- Jack used to pride himself on being in good physical shape but has gained 30 pounds.
- His efforts to work out has resulted in a back injury.
- As a result of his injury, his motivation to work out has decreased.
- Jack dislikes gyms and prefers to spend time outside.
- Wants to stay healthy and active so that he can see his grandkids grow up.

### **Motivations**

- Does not want to miss out on events with his family.
- He has many outdoor hobbies that he would like to continue if he can get into better shape.
- Has above-average income. He can afford to get profession help.

### **Technical Behaviors**

- Does not spend much time on the computer or other devices.
- Jack spends, on average, about 20 minutes a day on Facebook to connect with his family.
- He likes to use either his desktop or his iPad.

# Personal Training Case Study Answers

**Chao Zhang**

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the name Chao Zhang.

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