

Research Documentation: Medes Club

Analyzing core user needs within the integrated health and fitness sector.

User Personas



Persona A
“The Busy Professional”

- **Needs:** Quick, stress-relieving workout options.
- **Goals:** Optimize time and reduce stress.



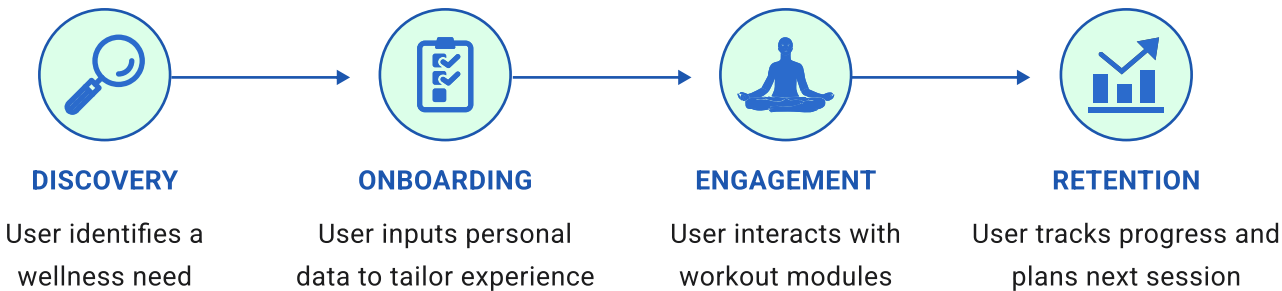
Persona B
“The Fitness Enthusiast”

- **Needs:** Progress tracking and personalized challenges.
- **Goals:** Achieve fitness growth with few challenges.

Competitive Analysis

Feature	Medes Club	Competitor A	Competitor B
Personalized Dashboard	YES	YES	NO
Calm Mode Feature	YES	NO	NO
Ease of Navigation	High	MEDIUM	MEDIUM

User Journey Map



Core Design Constraints

- ACCESSIBILITY:** High-contrast UI for all users.
- NAVIGATION:** Minimal click-depth to core pages.
- RESPONSIVENESS:** Optimized for desktop and mobile.
- PRIVACY:** Secure user data handling.