



“It's people expecting me to be there, that accountability, and I do like when James and I met there together. It's nice. We wait for each other, even if we are not doing the same workout. So that's my Monday motivation, but as the week goes on, it definitely gets harder and harder.”

# Lenora

<b>AGE</b>	45-50
<b>PARTNER</b>	James
<b>RELATIONSHIP</b>	dating 4 years, live together, run a small side-business together
<b>PARTNERED FITNESS ACTIVITIES</b>	running, training for marathons, running marathons, running with social group (hashing)
<b>INDIVIDUAL FITNESS ACTIVITIES</b>	individual fitness activities: running, yoga, Peloton, cardio machines, weight-loss challenge class

## GOALS

- Losing weight- feeling and looking good for self and Joe
- shared, mutual investment in both Joe's and her own health as they age
- Obtain positive affect from exercise
- Facing challenge of exercise with someone
- finding perspective and support
- finding accountability through social expectations

## NEEDS

- support from those around her
- time alone as well as with others
- social accountability structures
- a goal to work towards and a marker of progress
- social fun and camaraderie
- a structure of time and place

## OBSTACLES

- Injury or illness
- Large disruptors (COVID, death in the family)
- Lack of time or energy
- Discomfort avoidance
- Divergent interest in fitness activities from partner
- Being on call for work and having backpack, laptop, etc.

## BEHAVIORS

### Motivators:

- organizing the runs for her hash group created 100% adherence
- enthusiastic encouragement from instructor when she was struggling "come on, we've got this!"
- enthusiasm, fun, and personality of favorite Peloton instructors
- discovering a goal and planning out steps to get there
- Monday's is their routine day to go to the gym together, meeting after work. They usually go their separate ways in activities but she loves to connect
- when instructors say, "see you next week" and she replies "I'll be here" it creates a powerful soft commitment

### Support:

- Will interact with Joe if one of them is not feeling up to working out and they will either remind them of how good they will feel afterward or support that they need a break (gives perspective and time to reflect)

### Tools:

- Motivated by measures of fitness in proximity to goal, like Apple Watch circles