

# CAROLINE FOSTER



- **Age:** 29 years old
- **Job:** Key account manager
- **Location:** Oslo, Norway
- **Family:** Married, 2 kids under 5 years old.

*"It's hard to find the time to exercise when you are taking care of your baby and a 5-year-old child every day. When I go back to work, I'm scared it will be even harder. I'm really depend on my husband to make the time."*

## BIO

Caroline works at an office all day and spends most of her free time with her family. She has always liked to exercise but struggles to find the time in her busy everyday life. She loves spending time with her kids, but sometimes she just wants an hour for herself to work out alone.

## MOTIVATIONS

- Caroline wants to be strong and fit enough to play with her children and not be hindered by her physical condition.
- She wants to be pain-free.

## GOALS

- Caroline wants to make time for exercise in the mornings.
- Get back to her pre-pregnancy weight and shape.
- She wants to become a stronger version of herself, both physically and mentally.

## PAIN POINTS

- Caroline struggles with some pelvic pains after pregnancy. She is unsure of what exercises to do/not to do concerning the pain.
- Caroline has a baby under 1 year and a 5-year-old child, that demands a lot from her. She is very busy and must exercise while the baby is sleeping, and she never knows how long that is.
- She has the internal motivation to work out, but she needs an extra push (external motivation) in her daily routine to get started.
- She doesn't have the energy for complicated fitness apps with a lot to figure out.

## CHANNELS

- Caroline sometimes uses her phone to follow exercise videos on YouTube in the evenings when the children are sleeping.