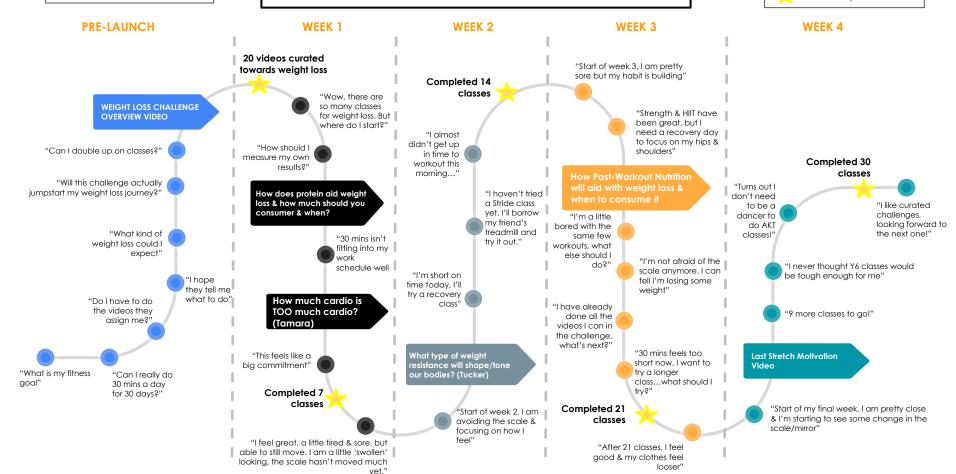
Success Measurement
Looser clothes/mirror test

## WEIGHT LOSS JOURNEY

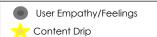
User Empathy/FeelingsContent Drip

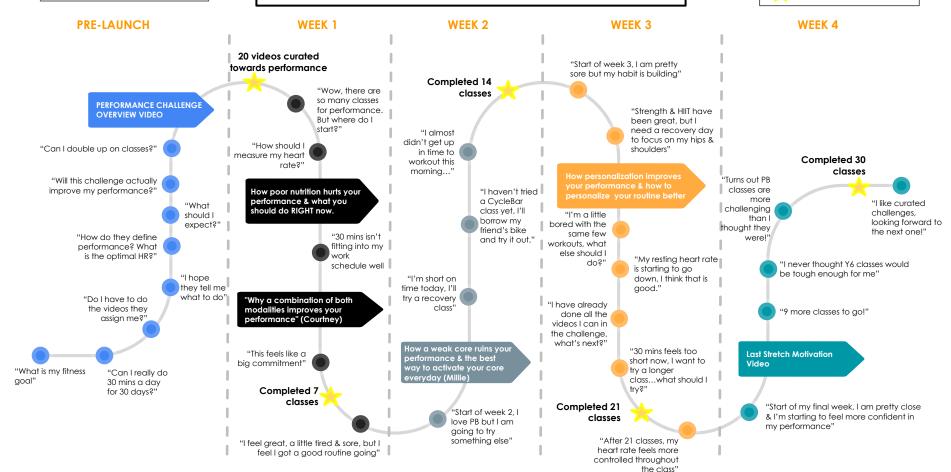


## Success Measurement

Decrease resting heart rate (Increase in VO2Max)

## PERFORMANCE JOURNEY





<u>Success Measurement</u> More restful sleep/better quality

**RECOVERY JOURNEY** 

User Empathy/FeelingsContent Drip

