Current and Future Conceptual Maps for Personal Lead:
How individuals create and use fitness plans

Current Conceptual Map
- Member's Workout
- Convenience
- Availability
- Current Trends
- Space
- Time
- Previous Experience
- Favored Body Parts
- Classes
- Tapes
- Sports
- Advertising
- Magazines
- Television
- Word of Mouth

Future Conceptual Map
- Member's Workout
- Personal Lead
- Personal Trainer
- Convenience
- Availability
- Space
- Time

Future Conceptual Map