

# First Interview Report

## Objective:

Find people going to the gym for aesthetic purpose and sharing their body through social media such as Instagram.

## Questions:

- What is the effect of work out on you ?
- Do you target a goal ?
- (if yes) What is it ? (mental, practical, aesthetic...)
- Do you record progress to reach your goal ?
- Do you share your progress ?
- Do you have a reference as a goal

## Compte rendu:

I went in one gym club and interviewed 4 people in total. 3 girls, one man.

*- The first girl was 24. Very shy, she didn't accept that I filmed her. She told me that sport makes her feel better. She was here to lose weight because she was feeling too fat few years ago. She didn't have precise goal except keep on losing weight. She was far from sharing her body on social media*

*- The man was 21. Also quite shy, I was here to be "bigger". I wanted to take mass from upper body and try to "not skip the legs". Is goal was half aesthetical and half practical as he wants to go to the army. He didn't share picture of his body neither. "There are so people doing it, but I'm too shy to do it" he told me. He had references on Instagram as aesthetic goal. But he didn't tell me who.*

*- The second girl was 28. She just started the gym. She wanted to get stronger for herself and healthy. She wasn't in my target. Then she told me "if you want to find people like this, go to see the big muscles"*

*- The last girl I met was working at the gym. I didn't really had the time to ask her questions but I have a feeling that she could be or know people like I'm looking for.*

## Conclusion:

First of all, at the gym people are busy, they are there to work hard and progress.

Then I went to the gym club with actually a lot of clichés in my mind. I was pretty sure that I could find easily people like I was targeting. I was wrong.

People going to the gym are there to feel better physically and so to gain self confidence. They fight something, themselves ?

The kind of people I want, already have self confidence based on their body and want to work it more in order share it better. I haven't find them yet.

# Second Interview Report

## **Objective:**

Get models for the scanning part of the project.  
Know more about fitness lifestyle and state of mind.

## **Interview setting:**

I met a girl Chahida N who was working in a gym club. We meet again in a coffee shop to talk about my project and much more.

## **Compte rendu:**

**D: Why do you fitness is growing ?**

C: Social media has grown, everyone is posting and promoting themselves (users as companies)

Why I started Instagram is because I wanted to get known in Calisthenics (her sport)  
I put so much effort and energy that I want to get something from it. Whether its fame or money.

**D: What do you want to get from fame ?**

C: People gonna know your name, see what I am doing. Im hoping people will find me and want to work with me. For example a boss from a sport competition. As FIBO competition  
Calisthenics, every country has a team. The boss of Holland competition invited me because he saw me on Instagram. They invite good people to promote them  
Experience, money and fame

**D: So your Instagram profile is like a CV for you ?**

C: Exactly. For example if I'm not "in shape", I won't be posting anything. My followers are there for my pictures/activity and they are interested in what I'm doing; in my image. So it's really superficial. They just want to see you shine. And you are a motivation for them.

And you can earn money from that.

(Example of brands promoting clothes with well-known Instagram users) If people sees them wearing that, they are going to buy it.

What you also see, is people using Instagram to communicate and get some attention. Everyone want to have a status, be something. You have to show yourself.

Show themselves, get attention and sell products

**D: Which kind of virtual attention are the most important for you ?**

C: Earning followers. Also active followers that want to get to know you and what you're doing. I get satisfy if I know I'm a motivation for them. It feels like you can mean something for someone.

**D: When did you realize you were a motivation for people ?**

C: At first I wasn't paying attention to that at all. I had just people I know on Instagram. Then my account grows thanks to reposts on the Calisthenics page.

I was invited for a competition in Amsterdam for Calisthenics. And I saw people that I never saw, coming to me saying "Hey you're @fitforcalis, I know you ! You're so strong !". I felt proud.

The more followers you get, the more people are telling you you're doing well.

I'm getting since a while attention and feedback.

**D: Are you @fitforcalis ? How do you feel with that identity ?**

C: I keep thing separated. The people following me on Instagram doesn't know me. They just see me "in shape". They don't see me when I'm sad or not in shape. I'm selected what I show and I pick the best.

It's communication so it's superficial.

**D: Is your Facebook much more personal than your Instagram ?**

C: Yeah for sure. I have my real name on Facebook. I keep Instagram for business. Putting my real name on Instagram is a step too far for me. It's too soon. The moment I can do it is when I know that I will dedicate myself to sport or have something big.

**D: Are you targeting this big opportunity ?**

C: It's not something I want but its attractive because it's easy. I always worked hard to a job that earns a lot of money as doctor or dentist.

**D: But if you earn a lot of money with sport ?**

C: It's not enough. I want something more than fame and money. But still it's talking to me. Am I superficial if I am saying yes ? For me yes. It is easy for people that don't study and have just this. For me, being a sexual idol is too much.

If I get a deal with Calisthenics then I'm satisfied. But if they want me for the booty, that's too superficial. But still that's money.

**D: When did you begin fitness and why ?**

C: I was doing boxe and dance before and I was hating fitness. I was 17. when I begin