Memoir: Where Your Fitness Journey Comes to Life

IMP Proposal for Johannes Schöning
by Johannes Wenz and Philipp John

St.Gallen, June 12, 2023

*The
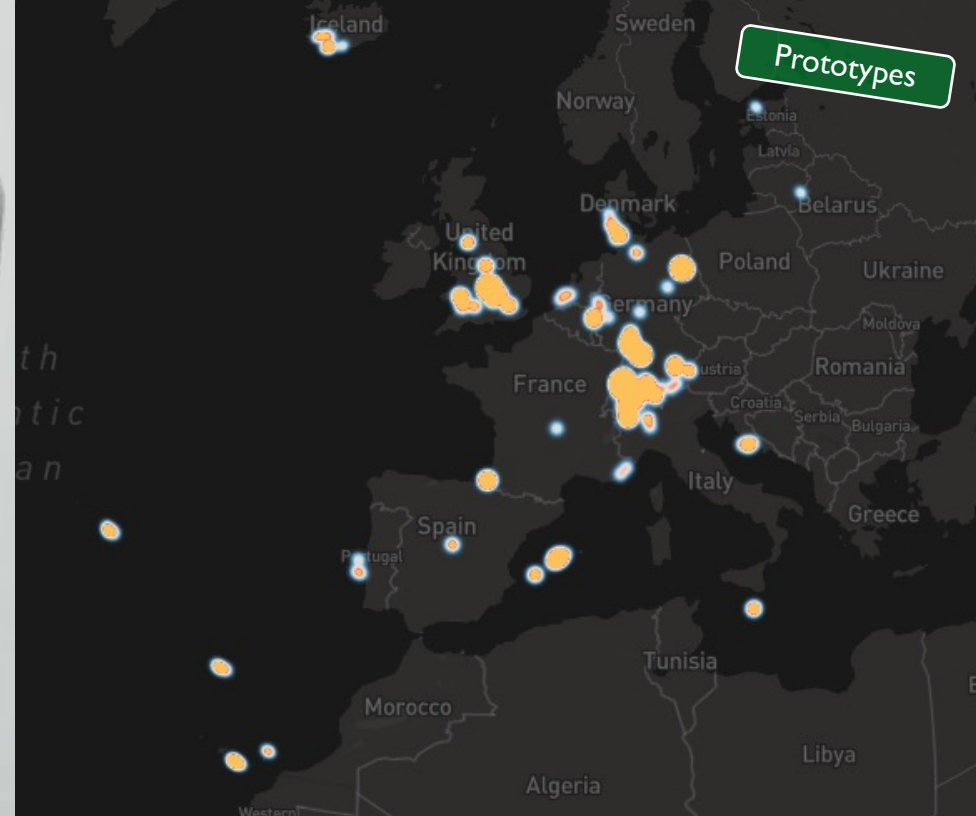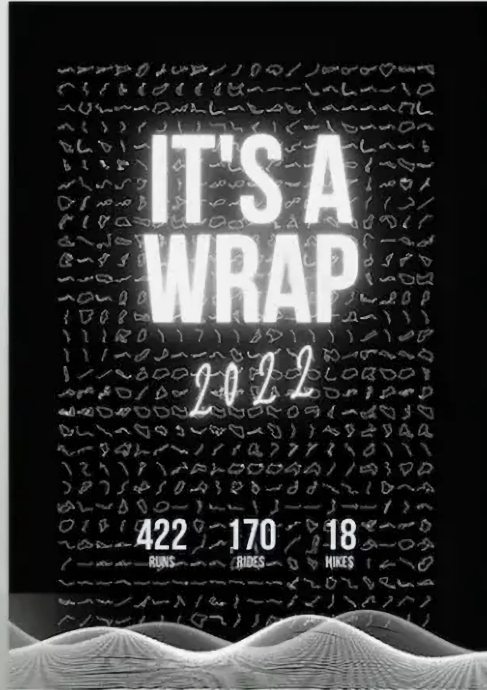Dream
Team*

*for a
Dream
Project*

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Agenda

1. Project Vision and Mission

2. Product Goal

3. Mission and Motivation

4. Features Breakdown

5. Implementation Details

6. Traction

7. Team

Revolutionizing sports data interaction by *transforming raw data into engaging narratives*. Our mission: *inspire and motivate users through visualized progress and achievements*, turning data into meaningful, personalized art that celebrate every user's journey.

Project Vision and Mission

Product Goal

Building *Memoir*, an innovative tool actualizing our vision by transforming users' activities into unique visualizations like *collages and heatmaps*, which can be turned into *personalized art*.

Features Breakdown

Core Features (80%)

Collage: Enables creation of personalized collages of activities. Provides customizable size, style, and content options to make each collage unique and personal.

Heatmap: Visualizes user activities on a global heatmap. Offers zoom, filter, and detailed view options for a comprehensive understanding of activities.

E-commerce Integration: Facilitates direct ordering of personalized prints of heatmaps and collages. Includes a payment system and streamlined order fulfilment.

Exploratory Features (20%)

Data Storytelling: Narration feature highlighting user's progress, achievements, and milestones.

Community Features: Platform for sharing, discussing activities, and group challenges.

Integration with Other Fitness Apps: Expansion of data sources for a comprehensive fitness view.

Advanced Data Analytics: Deeper insights into fitness progress and performance trends.

Implementation Details

Technology Stack: We'll use Python (*FastAPI*) for backend and a JavaScript framework (*Next.js*) for a dynamic frontend.

Data Acquisition: We'll fetch user data via *Strava's* API, implementing OAuth2 for secure user authentication.

Data Visualization: We'll use libraries like *Mapbox*, *D3.js*, *Plotly*, and *Recharts* for interactive heatmaps and collages.

E-commerce Integration: We'll enable users to order prints of their visualizations, setting up a payment system and order fulfilment process.

User Interface and Experience: We'll design an intuitive interface, using HCI best practices, and iterate based on user feedback.

Scalability and Performance: We'll use cloud-based (*AWS*) services for hosting and implement performance optimization.

Security and Privacy: We'll ensure user data security and privacy, complying with data protection regulations.

Continuous Improvement: We'll iteratively develop and track user metrics to inform any adaptations and improvements.

Traction

| Prototype & Personal Use | Early Adopters & Feedback | Product Launch & Growth |

Developed prototype in Python & created a personalized coffee cup.

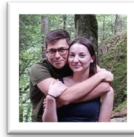**Word of mouth led to requests from three MCS friends alone.**

Jan
Gifted his friend a coffee cup using our prototype
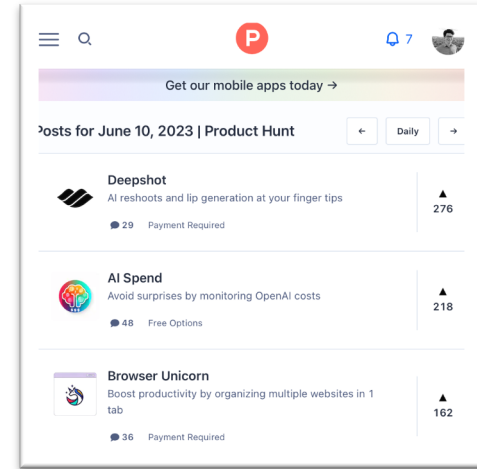
Florence
Wants to gift her boyfriend a coffee cup

Jonas
Wants a collage for himself

Goal: Launch on Product Hunt, reach 1,000 users, and 20 orders.

Team

Johannes

- 100% Concept
- 100% User Testing
- 67% Backend
- 33% Frontend

Philipp

- 100% Concept
- 100% User Testing
- 67% Frontend
- 33% Backend

The Dream Team

for a Dream Project

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As a token of our commitment to the community – should we make any money with this project –, *we pledge to continuously supply Torstrasse with tea, coffee, and milk supplies!*

Bonus!

We believe that *Memoir has the potential to transform how users interact with their sports data and stay motivated.* It would be our pleasure to work with the HCI group on this project as part of the IMP; we would greatly value your guidance, expertise, and support. We hope you will consider partnering with us to *bring this project to life.* Of course, we are *open to any feedback and suggestions!*

Let's Talk :)