Canvas #07
Aid to brainstorming

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Each cycle lasts 2 minutes max. Turn until you you hit "stop" in step 3.

1

1- Performance data recorded by fitness machines

2- Individual body measurements via body scan

3- Google Fit / Apple Health

(Re)consider your datasets

- Pick the 3 datasets you identified in the previous canvas
- or consider new ones if necessary

3

My idea:
an augmented coaching plan. Customers receive recommendations for fitness exercises that correspond to their objectives, and dependent on their performances.
- premium service via subscription
- differentiating because very personalized

Challenge your results and iterate

Play the devil's advocate and be critical about your solution:

- Is it strongly aligned with the strategic objectives of your org?

- Is the user really served by the features you designed?

- stop if the solution stands the challenge!

2

How do these datasets contribute to creating a service meeting a need?

Think of the 7 roads to value creation!
predict / suggest / curate / enrich / rank / compare / match / segment / classify / generate / synthetize

- Suggestion : recommendation of fitness activities
- Comparaison : individual can benchmark with other members
- Segmentation : définition of types of members (fitness, body-building, etc.)