



# Fitness App (Prototype)

Due Date	@July 6, 2021
Status	In progress
Task Type	Task

## Pitch



A fitness app that builds a workout program with a library of instructional videos for you based on goals, injuries, equipment, and capabilities.

## Assumptions

- People don't always want to work with a fitness coach
- People want solutions to have custom workouts
- People don't know how to workout with injuries

## Problem Statement

Identify what most people struggle with surrounding exercise and injury while determining if they are interested in a solution.

### Analysis of Responses

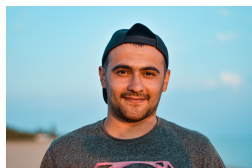
1. Most people exercise for Health (8 out of 9 responses)
  2. Most people have joint or muscle pain (7 out of 9 responses)
  3. Of the people that have pain, more than half have back pain (4 out of 7)
  4. 100% of people who have an injury find it hard to work around!
  5. More than half of responders would 100% buy an app if it could help them work around the pain (6 out of 9)
- I was able to answer my problem statement partially. I need to modify the survey to understand what it is that holds people back from working around their pain.

## User Research

1. Do you exercise?
2. What is your exercise goal?
3. Do you have any joint / muscle pain?
4. What areas of your body is the pain related to?
5. On a scale of 1 to 5, how intense is the pain while at rest?
6. On a scale of 1 to 5, how intense is the pain while exercising?
7. Have you found difficulty exercising around the pain?
8. On a scale of 1 to 5 how likely would you be to buy an app if it had a solution to helping you work around this pain, and even fixing it permanently?
9. How much would you be willing to pay for such an app?

## Persona

Name: Jerry Johnson



Age: 39

Occupation: Software Engineer

Interests: Dating, Mountain Biking

Status: Married w/ Kids

Location: Lehi, Utah

Injury: Knee Pain

### Goals:

- Complete a difficult mountain biking course by 2022
- Be able to bike without his knee hurting
- Introduce his kids to mountain biking

### Dislikes:

- Crowded Gyms
- Waking up early
- Squats

Name: Ashleigh Timpanooki



Age: 18

Occupation: Cosmetology

Interests: Beach, Hiking

Status: Single

Location: San Diego, California

Injury: Wrist Pain, Shoulder Pain

### Goals:

- Perform one chin-up
- Get rid of her shoulder & wrist pain
- Get a new boyfriend (revenge bod time!)

### Dislikes:

- Bench Press
- Free-weights
- Waking up early

Name: Megan Liliker



Age: 29

Occupation: Asst. Marketing Director

Interests: Kayaking, Netflix

Status: Relationship

Location: Chicago, Illinois

Injury: Low Back pain

### Goals:

- Kayak the Grand Rapids for a week
- Fix her low back pain she has had since her teens
- Drop 10lbs

### Dislikes:

- Working out alone
- Leg workouts (hurts her back)
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