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.

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 woul you be willing to pay for such an app?

Analysis

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.