



Community characteristics & orientation

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Community & UN SDG(s): Global audience
Good Health and Well-being (Goal 3)

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Instructions

Research the community you are most interested in exploring using links from the UN Sustainable Goals website (<https://www.un.org/sustainabledevelopment/>) and others. In your exhaustive research, answer the following.

Community characteristics		
Community life-cycle (current state)		
Where is your community in its life-cycle?	What you need to focus on:	Special needs
<input type="checkbox"/> Just forming Need basic tools to connect, but not sure from there	Research and/or discuss the potential of some basic tools with members, explore what ideas it might give them, and see what they might bring in with them.	
<input checked="" type="checkbox"/> Self-designing Information stage, but with a strong sense of what it wants to accomplish	Contribute ideas to the design. Analyze systematically the implications of their community design for technology, infrastructure, and technology skills.	Users are likely to arrive at our app with specific fitness goals, whether it's focused on weight loss or muscle gain. We will Provide tools and resources for users to design their own workout plans and nutrition strategies based on their objectives. We place a strong emphasis on flexibility and adaptability within the app, ensuring it can seamlessly accommodate a wide range of user-designed fitness plans.
<input type="checkbox"/> Growing & restless Ready to add new functionality to its tool configuration	Try to make this a community reflection and self-design event. Does their restlessness suggest a major change, such as a transition to a new platform?	
<input type="checkbox"/> Stable and adapting Just needing some new tools	How much disruption will the community tolerate? How will the new tools be integrated into or affect existing practices?	
Constitution		
Diversity: How diverse is the community?		



Topic		Your notes
What are the different types of members and what are their levels of participation?		<ul style="list-style-type: none"> • Active Participants: These members actively engage with the app, regularly participating in workouts and sharing their progress with other members. • Casual Participants: These members use the app regularly but may not be as actively involved. They primarily rely on the app for their fitness goals. • Lurkers: Lurkers are members who use the app passively. They may access content and features but rarely engage in discussions or talks about their progress.
How spread apart is it in terms of location and time zones?		<ul style="list-style-type: none"> • As a fitness app, our goal is to ensure that it can be utilized at any time, in any location, and across all timezones. We are dedicated to developing an inclusive app that accommodates everyone's unique schedules.
What language(s) do members speak?		<ul style="list-style-type: none"> • Our app will have a global user base(all languages), meaning providing content and user interfaces in multiple languages will be necessary for inclusivity. • We will start with English for the development phase
What other cultural or other diversity aspects may affect your technology choices?		<ul style="list-style-type: none"> • Dietary Preferences: Users from different cultural backgrounds may have specific dietary preferences and restrictions. • Exercise Traditions: Different cultures have unique exercise traditions and preferences. • Accessibility: The app's user interface, content, and tools will need to be accessible to users with diverse needs, including those with disabilities.
Openness: How connected to the outside world is your community?		
Topic		Your notes
How much do you want to control the boundaries of your community? Does your community need	<input type="checkbox"/> To be private/secure <input type="checkbox"/> Open boundaries <input checked="" type="checkbox"/> Both private & public spaces	By offering both private and public spaces, we will be able to cater to a wide range of user preferences and needs. Users who value privacy can maintain a secure environment for sharing personal fitness progress and data, while those who prefer open engagement can participate in public discussions and interactions.
How does your community need to interact with other communities? Do you need common tools for sharing and learning with them?		Users could share their achievements, workouts, and progress on social media to reach a broader audience. This can be a powerful way to connect with other fitness enthusiasts outside the app.
Technology aspirations		
Technology savvy, tolerance, & constraints: What are your community's technology interests and skills and patience thereof? What are the constraints imposed by technology factors?		
Topic		Your notes
How interested is your community in technology?		Our community is highly interested in technology, as they seek a tech-driven solution to their fitness goals. They expect a modern and user-friendly app experience.
What is their capacity for learning new tools?		Our users are generally tech-savvy and have a high capacity for learning new tools. With a modern and user-friendly app experience, they will find new features and technologies easy to adapt.



What is the range of skills? If their interests and/or skills are diverse, could it cause conflict or distraction?	Everyone has different levels of fitness. While diversity can lead to different preferences, we've designed the app to be intuitive and user-friendly, reducing the potential for conflicts or distractions.
How tolerant are members of the adoption of a wide variety of tools?	Most community members are open to adopting a wide variety of tools within the app. They understand that using different tools can enhance their fitness experience and are willing to explore new features.
How many technological boundaries are they willing to cross, e.g. sign in to more than one web-based tool, learn to use new tools, or give up old favorites? This helps you understand what level of integration you need.	Technological boundaries could include such as signing up to our applications or learning new features, as long as it contributes to their fitness goals. As our app will be a mobile APK, they will also need to have a cell phone device and learn how to interact with them.
What are your members' technology constraints (e.g., bandwidth, operating systems, etc.)?	The application will be mobile only, for operating systems, we will start with either IOS or android and slowly integrate both. While the majority of our users have access to reliable internet and modern devices, we understand that some may have bandwidth constraints. We could make an offline mode or change the entire environment of the application to run in an offline setting to remove that constraint.
How much time are members able to be online and from where (office, home, field)? Some people have limited online time, or are able to be online only in specific locations. Others are always on. Very diverse situations can affect participation	Members will only be online and engage with our application during their workout sessions. The time spent in-app is directly linked to their dedication to achieving their fitness goals during gym or exercise sessions. Our design philosophy centers on providing users with a fitness companion that enhances their exercise experience and guides them toward success, recognizing that they won't be continuously connected to the app but will utilize it strategically during their workouts.

Community orientation

Relevance to community: Use the range from 0 (no relevance) to 5 (high relevance) to determine what matters most to the community. Look at these from the perspectives of the different types of members (under "constitution"). Also discuss the "value-added" to each member group

0	1	2	3	4	5	Orientations	Variants	Key activities/your notes
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Meetings Many communities place a great emphasis on regular meetings where members engage in shared activities for a specific time. Meetings, and the visible participation of members, assert the community's existence	<input type="checkbox"/> Face-to-face/blended <input type="checkbox"/> Online synchronous <input type="checkbox"/> Online asynchronous	Not applicable, we do not need our users to host meetings.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Open-ended conversation	<input type="checkbox"/> Single-stream discussions	Our fitness app community is likely to cover various



						Some communities maintain ongoing conversations as their primary vehicles for learning. Open-ended conversations are common when a community is co-located and people keep the conversation going as they “bump” into each other.	<input checked="" type="checkbox"/> Multi-topic conversations <input type="checkbox"/> Distributed conversations	fitness-related topics, including different types of workouts, nutrition, goal setting, progress tracking, and more. Users will have diverse interests and questions related to their fitness journeys, and multi-topic conversations allow them to engage in discussions that align with their specific interests and needs.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Projects In some communities’ members want to focus on particular topics, go deep, and collaborate on projects to solve problems or produce useful artifacts. Learning is not just a matter of sharing knowledge or discussing issues. Members need to do things together in order to develop their practice. Projects usually involve a subgroup within the community	<input checked="" type="checkbox"/> Practice groups <input type="checkbox"/> Project teams <input type="checkbox"/> Instruction	Fitness enthusiasts often benefit from practicing and working together to achieve their fitness goals. Members may form subgroups or practice teams to focus on specific fitness routines, training methods, or nutrition plans. These groups collaborate to develop and implement effective practices, allowing users to actively engage in achieving their fitness objectives together.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Content Some communities are primarily interested in creating, sharing, and providing access to documents, tools, and other content. Valuable and well-organized content is a useful resource for members	<input checked="" type="checkbox"/> Library <input type="checkbox"/> Structured self-publish <input type="checkbox"/> Open self-publish <input type="checkbox"/> Content integration	Users often seek well-organized and reliable content, such as workout routines, nutritional guidance, exercise videos, and articles related to fitness. By maintaining a structured library of fitness-related content, users can easily access and benefit from these resources.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Access to expertise Some communities create value by providing focused and timely access to expertise in the community’s domain, whether internally or externally. Communities with this orientation focus on answering questions, fulfilling requests for advice, or engaging in collaborative, just-in-time problem solving	<input type="checkbox"/> Questions & requests <input checked="" type="checkbox"/> Access to experts <input type="checkbox"/> Shared problem solving <input type="checkbox"/> Knowledge validation <input type="checkbox"/> Apprenticeship & mentoring	In a fitness app community, providing access to fitness experts or coaches, whether internally within the community or externally, can be highly valuable. Users often seek expert guidance and personalized advice to their fitness-related questions.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Relationships Some communities focus on relationship building among	<input type="checkbox"/> Connecting	Building relations among members can contribute to mutual support, motivation, and



						members as the basis for both ongoing learning and being available to each other. This orientation emphasizes the interpersonal aspect of learning together. Communities with this orientation place a high value on knowing each other personally, emphasizing networking, trust building, and mutual discovery	<input type="checkbox"/> Knowing about people <input checked="" type="checkbox"/> Interacting informally	a sense of belonging in the fitness community.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Individual participation Learning together happens in the context of a group, but it is realized in the experience of individuals. People bring different backgrounds, communication styles, and aspirations to their participation in a community. People have different levels of commitment, they take on different roles, and they use tools differently	<input type="checkbox"/> Levels of participation <input checked="" type="checkbox"/> Personalization <input type="checkbox"/> Individual development <input type="checkbox"/> Multi-membership	Members often have unique fitness goals, backgrounds, and aspirations. Personalization is key to ensuring that each individual's experience aligns with their specific needs and objectives. Members should be able to personalize their workout plans, nutrition guidance, and fitness routines to suit their individual preferences and goals.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community cultivation Some communities are happy with loose self-organization and unplanned evolution, while others thrive on attention to community cultivation. They have a need to reflect on the effectiveness and health of the community to make things better, joined with a willingness to work on it	<input type="checkbox"/> Democratic governance <input checked="" type="checkbox"/> Strong core group <input type="checkbox"/> Internal coordination <input type="checkbox"/> External facilitation	A strong core group will consist of experienced fitness enthusiasts, trainers, or community leaders, who can actively work on improving the effectiveness and health of the community. They can provide guidance to ensure that the community's goals are met.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Service context In some cases, serving a specific context becomes central to the community's identity and the ways it operates. They may live inside an organization, whose charter their practice needs to serve. They may have a mission to provide learning resources to the world or to recruit members widely. Or they may seek interactions with other communities whose domain complements their own	<input type="checkbox"/> Organization as context <input type="checkbox"/> Cross-organizational <input type="checkbox"/> Other related communities <input checked="" type="checkbox"/> Public mission	Our application seeks to serve the public by offering fitness-related content, guidance, and support to individuals striving to improve their health and well-being.

Scratchpad (other interesting insights, questions/answers, etc.)



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