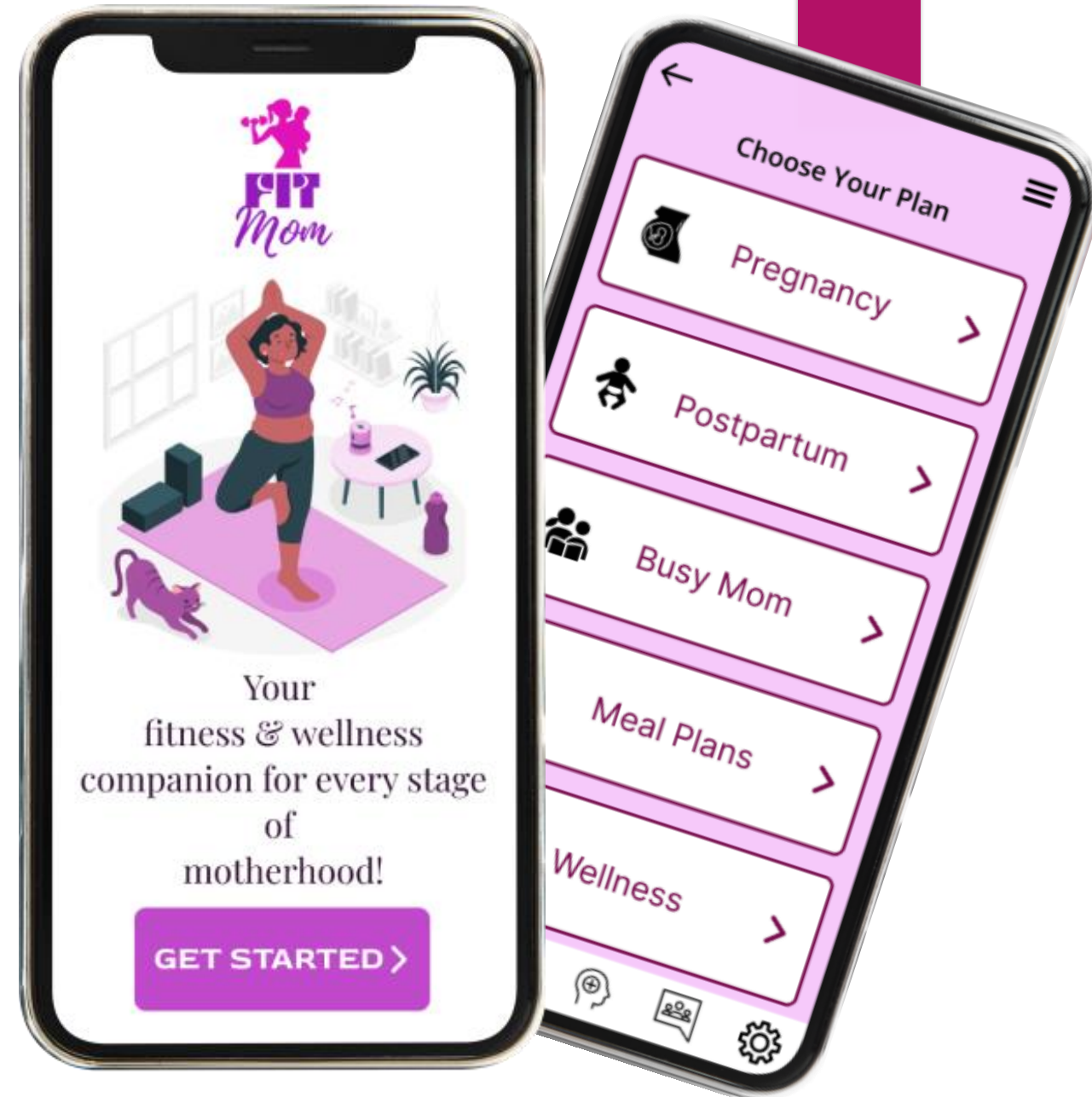


Product Development

IDEATION & VALIDATION
PROCESS

STUDY GROUP C



Ideation: Divergence, Convergence and mind maps

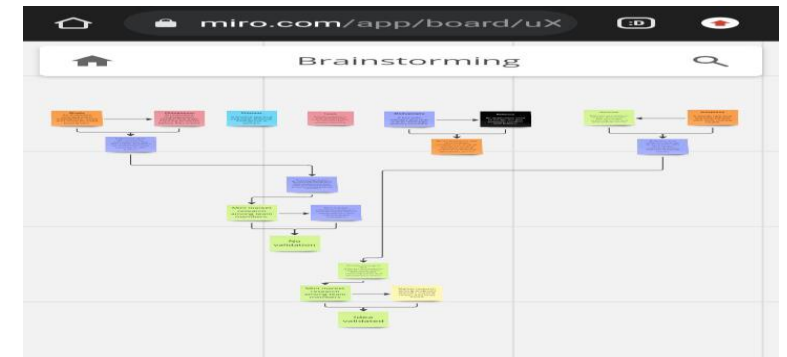
The ideation phase from the point of divergence to convergence wasn't a linear progression as the team had differing ideas on which problem to solve for consumers.

There was a series of brainstorming sessions and analysis before we arrived at a convergent idea as shown on the miro board.

9 divergent ideas were generated.

Similar ideas were grouped into 3 and we niched down initially to e-commerce: An Inventory management system for wholesalers and retailers.

The team was optimistic about the feasibility of the product, but it failed the validation test which took us back to the drawing board.



Link to the Miro board

[https://miro.com/app/board/uXjVNSabx0U=/
jVNSabx0U=](https://miro.com/app/board/uXjVNSabx0U=/)

Initial Product Vision and Validation Process

► Initial Product Vision:

To create a user-friendly app that will help women stay fit and mentally healthy by fostering community engagement.

Validation Process Used:

- Market research
- Feedback loop
- Competitive analysis

Market Research Objectives:

- To know our target audience
- To assess the feasibility of developing the app and its acceptance into the market
- To find out the features that will resonate with our target audience
- To research our competitors using SWOT analysis
- To examine trends in the health and wellness industry

Competitive Analysis

Direct competitors:

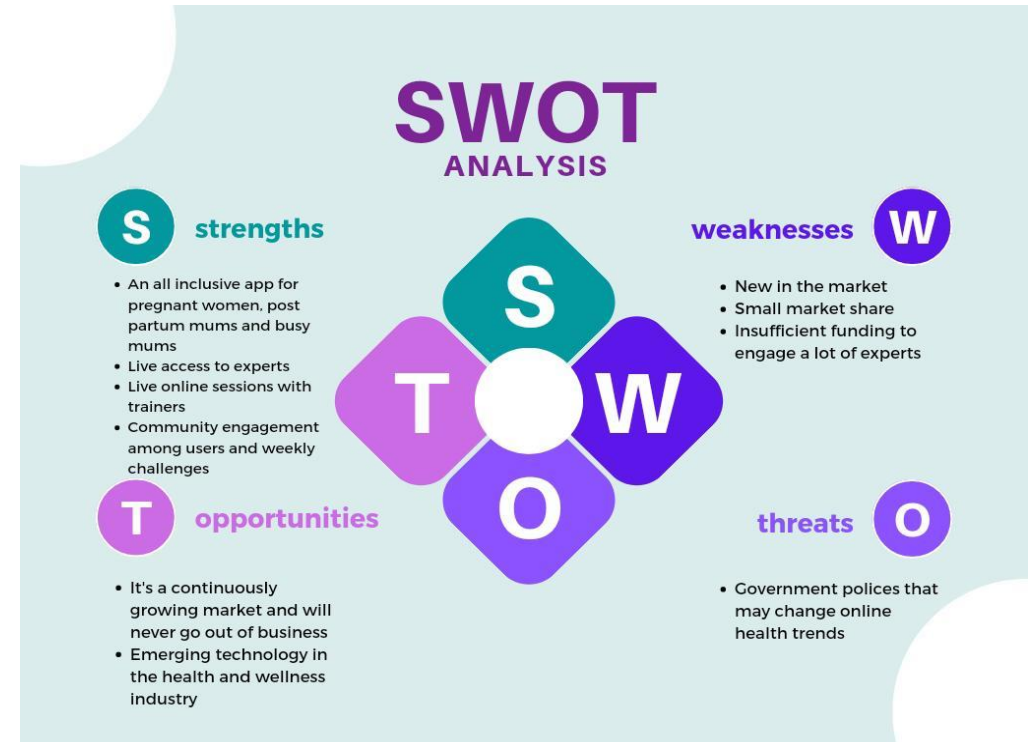
- Weight loss for women: workout
- Dancefitme
- Myfitnesspal

Indirect Competitors;

Gym owners who we are looking to eventually partner with for online live sessions

Market Research/SWOT analysis

- ▶ **Surveys:** We conducted online surveys targeting 200 expectant moms and busy moms, to understand their fitness goals, nutrition needs, mental wellness challenges and preferences for digital solutions.
- ▶ **Interviews:** We interviewed new moms, experienced moms and professionals to gather insights into their pain points, expectations and preferences from a fitness and wellness app.
- ▶ **Online Forums:** We participated in online forums and social media groups to engage with the target audience directly, understand their concerns and gather insights and feedback on the proposed features.



Validation Data

- ▶ **Survey Results:** 84.4% of pregnant women expressed interest in incorporating mindfulness and relaxation exercises in their daily routines, 79% of new mothers sought postnatal recovery workouts while 92% of busy moms would like workouts that they can fit into their schedule.
- ▶ **Interviews Insights:** Moms highlighted time constraints, stress management, and the desire for a supportive community as their top priorities.
- ▶ **Online Forums Feedback:** Active discussions on postpartum mental health and the importance of safe prenatal workouts were observed.



[Link to the Google form responses](#)

Empathy map

SAYS

- ◆ I am seriously adding weight
- ◆ I don't have enough strength to walk these days
- ◆ My feet are always swollen
- ◆ I don't know exactly what to eat to stay healthy



THINKS

- ◆ How do I balance my family with work life?
- ◆ Is there a community of women who also face these challenges?
- ◆ How can I keep up with my fitness routine? I need an accountability partner



DOES

- ◆ Breastfeeds her baby every day
- ◆ Cooks for her family
- ◆ Goes to work every day
- ◆ Shops groceries for the Family
- ◆ Jogs every Saturday morning



FEELS

- ◆ Frustrated about the stress of pregnancy.
- ◆ Feels dizzy and tired.
- ◆ Worried about her pregnancy look



User Persona

Nnenna Achor



AGE 35
STATUS Busy Mom
OCCUPATION Corporate Lawyer
LOCATION Lagos

"I need a fitness app that gets that my life is a constant juggling act! Work, kids, husband, household management - it's non-stop! I'm looking for quick workouts that I can do anytime, anywhere, and even involve my kids in a way that's both fun and healthy. And if it helps me with stress management and meal planning - that's a game changer!"

Personality

Resilient Determined
Pragmatic Tech-savvy

Bio

Nnenna is a busy working mom juggling a demanding legal career, managing her household and three active children aged 5, 8 and 10. She understands the importance of self-care but struggles to find time for her own well-being amidst her hectic schedule.

Goals

- Quick and effective workouts that fit into her busy schedule
- Managing stress by incorporating stress-relief activities into her routine
- To establish a consistent fitness routine
- Healthy meal planning to support her overall well-being
- Inclusive family-friendly activities that involves her kids
- and promote a healthy, active lifestyle for the entire family

Frustrations

- Managing a full-time job, three children and running the household leaves Nnenna with limited time for herself
- Nnenna often feels fatigued and she seeks a fitness and nutrition plan that will boost her energy levels
- She needs support in maintaining a regular fitness schedule as she has been inconsistent due to her unpredictable schedule.

Device



Website Mobile App

Shola Adebayo



AGE 29
STATUS Expectant Mom
OCCUPATION Marketing Rep
LOCATION Lagos

"I want a fitness app that understands the unique needs of pregnancy and motherhood. Something that not only guides me through safe exercises but also provides nutritional advice. Connecting with other moms-to-be and having reliable information is crucial for me."

Personality

Extrovert Proactive
Organized Tech-savvy

Bio

Shola is a first-time expectant mother in her second trimester. She has a demanding schedule but prioritizes her health and the well-being of her baby. She is health-conscious and eager to maintain a fit and active lifestyle during pregnancy and postpartum.

Goals

- To stay active and fit during pregnancy with safe, effective workouts
- To maintain a healthy and balanced diet during pregnancy and postpartum
- To engage in exercises that will help her regain strength in her pelvic floor after childbirth
- To connect with other new moms for support, advice and to share experiences

Frustrations

- Balancing work and pregnancy has been overwhelming
- and Shola needs a flexible fitness program that can fit into her demanding schedule
- Shola is concerned about working out during pregnancy and needs expert advice to ensure she is making the right choices for her and the baby
- She is overwhelmed by information overload from online sources and wants a trustworthy source

Device



Website Mobile App

Final Product Vision and Unique Value Proposition

UNIQUE VALUE PROPOSITION

Personalization: **FitMom** is tailored to the specific mental and fitness needs of women at different phases of their motherhood journey.

VISION: Our fitness app aims to create a supportive and inclusive community for mums and pregnant women, fostering a healthy and active lifestyle throughout their motherhood journey

TARGET GROUPS

Busy mothers with kids who want to be fit and healthy.

Pregnant women who want to stay active during pregnancy.

Postpartum mums who want to connect with others for support and advice

NEEDS

Work-life balance

Inability to keep up with fitness goals

Lack of a thriving supportive community

Confused about what to eat to stay healthy and fit

PRODUCT

A one-stop app designed to provide customized workouts for different stages (pregnancy, postnatal, and busy mom life),

It provides nutrition guidance, and mental wellness resources

BUSINESS GOALS

To create a world free of mental illness concerns

To Present our brand as a consumer-oriented brand

Product Features/ Strategies

Target Market	Product Features	Possible Strategies
<ul style="list-style-type: none">• Pregnant Women• Postpartum Mothers• Busy Moms	<ul style="list-style-type: none">• Safe prenatal exercise plans for each trimester to ensure a healthy pregnancy.• Postnatal workout plans focusing on recovery, strength and confidence.• Nutrition guides, meal plans and healthy recipes.• Online Support Groups• Access to experts• Stress-relief techniques and mental health resources.• Calendar with reminder functionality for workouts, meals & medications.• 7-day free trial & affordable pricing.	<ul style="list-style-type: none">• User friendly interface• Data-driven personalizations• Partner with healthcare professionals, fitness trainers, nutritionists, and mental health experts for content creation and live consultations.• Marketing campaigns to highlight the app's unique features.• Encourage active participation through challenges, live sessions and featured success stories.• Continuously improve based on user feedback and needs.

Conclusion

Through this ideation and validation process, FitMom emerges as a comprehensive solution addressing the real-life needs of women in diverse phases of motherhood.

By focusing on fitness, nutrition, mental wellness and community support, FitMom is positioned to become a vital companion in the journey of motherhood, empowering moms to prioritize their wellbeing and thrive amidst their busy lives.

