

“PRAKRITI” - Digital product for Yoga practitioners: For their mind, body & soul

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Executive Summary

Yoga is extremely essential part of humans since ancient times and now in this tough times practice of yoga has become a life saviour. So I , a very curious UX learner am researching on how close people can get to the actual knowledge of yoga and naturopathy techniques that are present in the classical texts of Indian culture. I am interested in creating a digital product naming it "PRAKRITI" a digital product for yoga and naturopathy learners who are willing to put into practice yoga and naturopathy techniques in their daily routine.

Key findings

Yoga practitioners practice yogasanas using various platforms. Usually they get to learn yogasanas, and not the meditation or naturopathy concepts. Peace of mind along with healthy body is equally important. Practitioners have currently not used any such digital product where they can learn all these in their daily routine.

Mental and physical health is the highest priority in todays times. Yoga practitioners are willing to learn meditation & naturopathy concepts along with yoga. So that would be the key role of our product.

Our scope

Yoga practitioners currently don't get to learn everything that yoga is, so I wanted to bring up all concepts at one place as per their homogenous behaviour.

Research Questions

Needs

- What is essential for yoga practice in daily routine?
- Do they need this kind of yoga practice app?
- How much knowledge do they have about yoga?

Behaviours

- Do they currently use any digital product to practice yoga?
- How was their experience using the app?
- What do they expect from a yoga learning app?

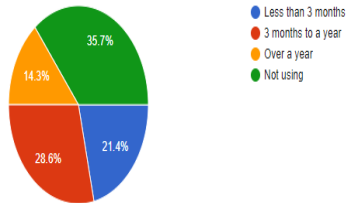
11-15 Participants

Recruiting and some questionnaire

❖ Recruiting 11-15 participants (friends & colleagues)

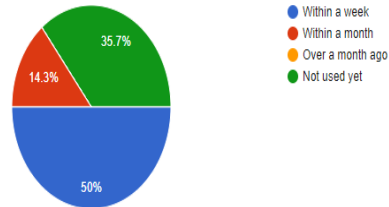
How long have you been using digital products to practice yoga?

14 responses



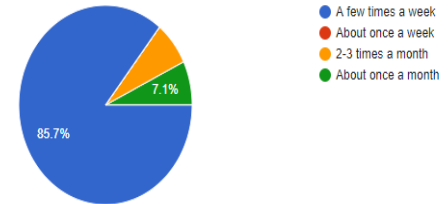
When was the most recent time you have used any digital products?

14 responses



How often do you practice yoga?

14 responses



Key finding

❖ Practitioners use digital product to practice only yoga.

About 90% learners get to learn only yoga by using digital products.
The two apps are : Daily yoga and Yoga studio



❖ Maintaining health is their primary reason to practice yoga

75% users practice yoga to maintain health.
Others practice yoga for a career change.

Recommendation

Our product will focus on yoga, meditation and naturopathy concepts that are essential to live a healthy and better lifestyle.

- Our app will include videos and live sessions for practising yoga
- It will include live sessions for naturopathy and meditation techniques
- It will have inbuilt features showing their health status, progress bars, pulse and respiratory meters, and special features for users who want diet plans.

Key finding

- Levels showing their health status and progress bars makes them disciplined and motivated towards their practice.
- About 85% learners would like to have features showing their health status, progress bars, breath holding capacities and stress levels in the app.
- New things they would like to have in a yoga learning app then the current ones.
- - Variations in asanas
 - Easily understandable any should contain fewer adds
 - Special routine set up for each day of week to practice yoga & meditation
 - Routine for practising shatkarma and naturopathy techniques.

Recommendation

We'll include health meters, progress bars, naturopathy and shatkarma techniques. These are usually not there in current yoga applications.

- We'll include different variations in asanas, different useful techniques of naturopathy and shatkarma.
- We'll set up a daily routine for regular users who are paying us for learning.
- We'll try to use less advertisements in our application.

Key finding...

- Requirements users expect from a yoga learning app :

Participant1 - Better UI

Participant2 - Health meters

Participant3 - Well organized and easy to use

Participant4 - Features showing daily progress

Participant5 - Stress free seminar links and news

- Their experience was good using digital products :

Participant1 - "Was able to practice yoga in the pandemic using digital products"

Participant2 - "I guess digital learning is a great way to increase your skills"

Participant3 - "It is best to use anytime and anywhere"

Participant4 - "Can repeat the session if not understood"

Participant5 - "To make the work easier and simpler"

Recommendation

Our product focus on attractive UI, easy to use service, different features for health meters, news links.

- We'll focus on UI that attracts users to use our application.
- And of course we are going to put health meters and flexibility level meters in our application.
- We'll include news updates and latest seminar for yoga and meditation links.

Next Steps

- Affinity diagram
- Design screens
- Meet up user needs in the digital product
- Provide services that are easy to use
- Include features showing progress
- Provide correct knowledge to users through our product. For that provide some content in our product.

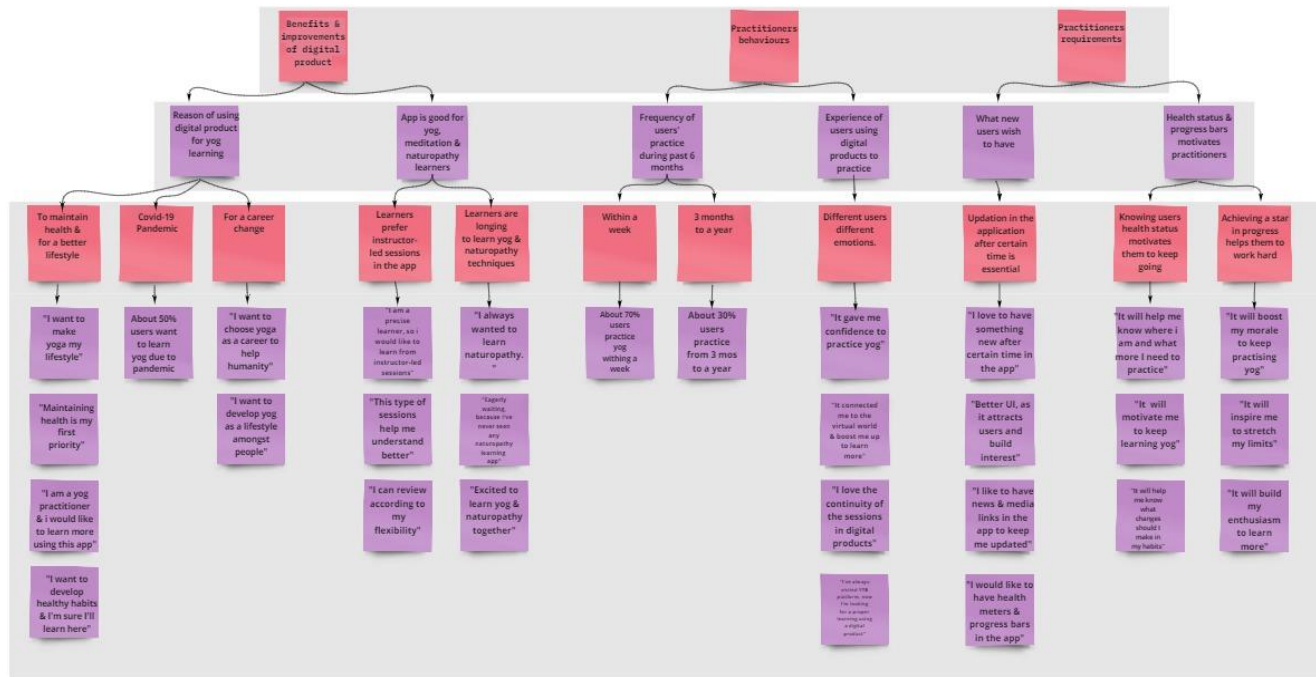
Affinity diagram

Top Themes

Themes

Survey point

Single user response



miro

Here is a link for this diagram

<https://miro.com/welcomeonboard/dmkxTmx6dGtIUkFmaWFXSnI4WHo5WmNrOUIvRG9rRDJ2ZHFocVVmTFhGNmpSOG1CeIZFTXluemF2aElYdFh3dHwzMDc0NDU3MzU5ODk2ODU3ODMx>