



## TEAM MEMBERS

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## TEAM STRENGTHS

- Diverse skillset
- Adaptability
- Effective communication
- Strong work ethic
- Strong problem-solving skills

**“UNDERSTANDING OUR HEALTH” -**  
Physical well-being

# THE A-TEAM



# Problem Space: Enhancing University Students' Physical Health Management

**Domain:** Understanding our Health: Physical well-being

## **Introduction :**

- In the fast-paced university environment, students struggle to balance academics and physical health. This problem arise challenges in managing students' physical health effectively.

## **Key Challenges :**

1. Time Constraints: Packed schedules hinder prioritizing exercise and self-care.
2. Personalized Guidance: Tailored fitness and health advice remains inaccessible.
3. Limited Insights: Students lack understanding of how lifestyle choices impact health.

## DESIGN OPPORTUNITY & AUDIENCE

### Design Opportunity:

- We observed the lack of a well-rounded product that includes the tracking features of a fitness application and a scheduler that helps you schedule workouts around your daily routine which can be edited to your liking.

### Target Audience:

- The target audience for the proposed digital solution comprises university students across various disciplines and academic levels, also taking into consideration that they are juggling a part-time or a full-time job making their schedules even more complex. These **students are typically aged between 18 and 25**, and they are pursuing higher education to obtain degrees such as bachelor's, master's, or doctoral degrees.

### Needs & Desires:

- They desire a solution that seamlessly integrates their schedule with health recommendations, saving them time and mental effort.
- They desire detailed health reports that visually represent their journey and provide actionable insights.
- They desire personalized workout suggestions and health advice that consider their specific goals and biometric data.





# CONCEPTS & PREVIOUS ATTEMPTS

## Existing Concepts:

1. Fitbod: A mobile application that evaluates user's fitness level, goals and available equipment and provide a personalized workout plan.
2. SworKit: An application that offers its users customizable workout routines that can be adapted according to various fitness & time constraints.

## Critiques of previous attempts:

- Existing applications lack progress tracking and performance history
- Existing applications also had limited personalization capabilities while providing generic fitness advise.
- Few solutions integrate user schedule and fitness data, resulting in fragmented user insights.

## Better & Unique approach that we offer:

- Our ideas prioritize individualization by tailoring fitness plans to specific student lifestyles.
- Integrating progress checks and performance history to motivate individuals to stick with their fitness plan.
- Provides a comprehensive view of health over a period.



# PLAN OF WORK & METHODS

## Research & feedback methods & Expected Outcomes

- User Research and Needs Evaluation: Insight into students' daily routines, health behaviors, pain points, and receptivity to a digital health management solution is anticipated.
- Competitor Analysis and Gap Identification: Determine what current solutions are missing that could make your proposed product more alluring and effective.
- Prototype Development: Create physical models of the concepts for user testing and validation.
- User testing and Iterations: Determine usability issues, solicit user feedback, and refine your prototypes based on actual user interactions.

## Timeline

- Research and Development of Concepts: 2-3 weeks
- Prototyping: 2-3 weeks
- User engagement and feedback: 2 weeks.
- Revaluation & Prototype testing: 1-2 weeks

