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# PRESSURE COOKER

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# INTRODUCTION

For our assignment for the first week, Lazar and I got a random persona and topic. So, we had to do a small prototype of the application then test it and present it to the teachers at the end of the week. So, our **topic** was a **sport**, and our **persona is Kara**, who is around 20–25. She graduated from university, which means that Kara does not have enough money to buy a car. However, she wants to earn and to have a job that relates to digital marketing since she spends a lot of time on social media.

## Brainstorming

Our team started immediately with the brainstorming methods we used: Mind Mapping, the 5W and H, and collaborative t. Thankfully though these methods we chose the best idea and clarified it.

### Collaborative

Both of us was coming up with different ideas about how and what is going to be our application. First, we came up with the idea of a training app, but there was not any uniqueness for us behind this idea since on the Internet there are a lot of apps like this. After that, we came up with an idea that maybe people can do some challenges and pay for them and the user can share the results with the creator of this training. In the end, we came up with the idea that maybe we can combine both so people can watch free training since they will be short and for the challenges to be paid because they are for a longer period.

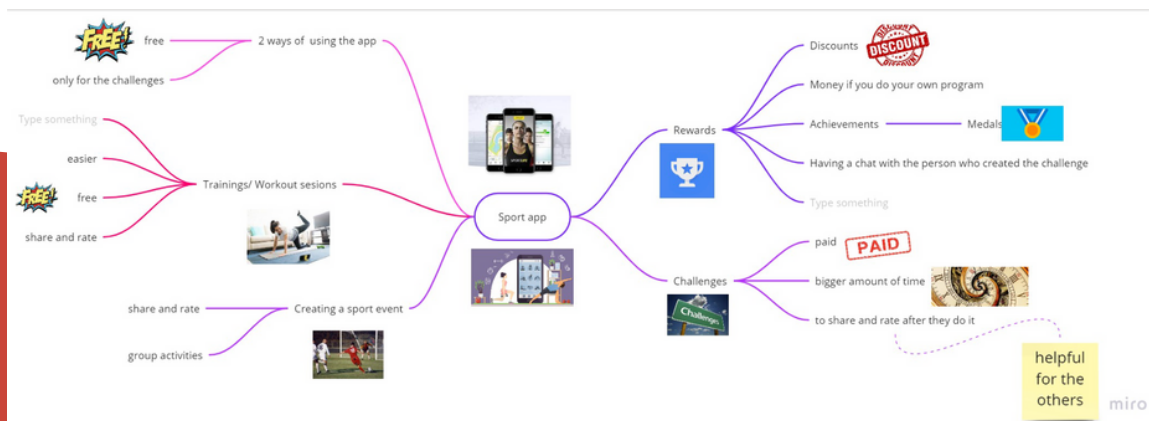
### The 5W and H

After we chose our idea of what the application will look like we started asking questions about the app that we want to create. This helped us a lot to make our concept clearer and to give us more ideas. The questions and the answers for them are following:

- How the user will earn money?
  - By creating challenges or sports events
- Who is going to use it?
  - Everyone who wants to train and create a content
- Why the user is going to use it?
  - To earn money, to connect with people and to get healthy

### Mind Mapping

We started thinking about how can our app can be unique, meaningful and interesting for the users, so we decided what achievements can have for instance.



We used some CMD methods, which you can find in our git repository as:

- Nine Dimensions
- Competitive analysis
- Written user scenarios
- Sketching

After all these methods we decided that we would like to conduct 2-3 interviews so to validate our concept and if the potential user would use such an app and what he will expect from us to create as developers.

## Interviews

### Interview questions:

Hello, we are a group of people, who were supposed to create an app for challenges/workouts and sports activities. So, to develop our product in the best possible way as asking you a couple of questions. So, would like to participate? Let's begin, shall we?

- *Could you introduce yourself?*
- *Do you like sports?*
- *Do you have some kind of membership? Could you tell me more about it(money, etc.)*
- *What do you prefer – private or group training? Maybe both?*
- *Do you use apps for doing challenges/working out? If yes, which?*
- *What are you looking for in such an app?*
- *Would you use our app?*
- *If you were to use our app, with what purpose would you do so?*
- *Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?*
- *Would you consider our app compared to similar ones like:*
  - *Workout for Women: Fit at home*
  - *Fit For Free (requires a gym membership)*
  - *Running app*
- *What do you think makes our app better/worse than the rest?*
- *How much would you pay for a challenge?*
- *What type of reward would you expect?*
- *Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?*

Thank you very much and have a nice day/evening

## Answers:

*Kristina:*

- Could you introduce yourself?
  - o 21
  - o Student – English philology
- Do you like sports?
  - o No, more of an artsy person
- Do you have some kind of membership? Could you tell me more about it(money, etc.)
  - o No
- What do you prefer – private or group training? Maybe both?
  - o Would prefer private training
- Do you use apps for doing challenges/working out? If yes, which?
  - o No
- What are you looking for in such an app?
  - o Detailed descriptions for training; perhaps diet; an app with a more lifestyle sense
- Would you use our app?
  - o Yes, because it provides you with a wide range of options as to how to get in shape and connects you with people that share the same interests.
- If you were to use our app, with what purpose would you do so?
  - o Due to the fact I am not a sporty person I don't think I would use the option to create my workout/ challenge, but I can see how that can be appealing to someone with more experience.
- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?
  - o Yes
  - o, Profile to social media is a very good feature.
    - o Would like to see how a person could grow their revenue in the app itself
- Would you consider our app compared to similar ones like:
  - o Workout for Women: Fit at home
  - o Fit For Free (requires a gym membership)
  - o Running app
  - o None of the above – requires too much commitment and seriousness.
- What do you think makes our app better/worse than the rest?
  - o + Lighthearted / doesn't require membership/ good choice for people starting/ The challenge idea is a good reward as well as a way to compete with friends
  - o +sport event feature
  - o -lack of diet tips
- How much would you pay for a challenge?
  - o Ranging between 20-50 depending on the challenge
- What type of reward would you expect?
  - o Medal idea is cool
  - o Some kind of way to connect with the creator of the challenge
  - o Perhaps have an account "promotion"
  - o Point gathering to get more rewards – for example, shops connected to the app
- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?
  - o Yes

Alex:

- Could you introduce yourself?
  - 23
  - Working – product owner position –has a master
- Do you like sports?
  - Yes, enjoys them quite a bit although last year its been hard with Covid
- Do you have some kind of membership? Could you tell me more about it(money, etc.)
  - Not now, had jujitsu membership or gym; rarely both
- What do you prefer – private or group training? Maybe both?
  - Unless it's a group sport-private session
  - Prefers individual sports
- Do you use apps for doing challenges/working out? If yes, which?
  - Used to use an app to track calories
- What are you looking for in such an app?
  - "One-stop shop"–check calories, schedule gym appointments, journal my process
- Would you use our app?
  - yes
- If you were to use our app, with what purpose would you do so?
  - Social feature
  - Would like to show other people are active
  - Also, see what type of activities others offer
- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?
  - Yes, would be very useful for group training of friends
  - Would use the sports event feature
- Would you consider our app compared to similar ones like:
  - Workout for Women: Fit at home
  - Fit For Free (requires a gym membership)
  - Running app
  - Yes, but he would also consider using them alongside
- What do you think makes our app better/worse than the rest?
  - +social value proposition
- How much would you pay for a challenge?
  - Up to 10
- What type of reward would you expect?
  - A small trophy in the app and a small replica IRL
- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?
  - Yes

·Could you introduce yourself?

My name is Kaloyan and I am 18 years old and now I am graduating from school

·Do you like sports?

Yes, I do

·Do you have some kind of membership? Could you tell me more about it(money, etc.)

Yes, fitness – 50 euro

·What do you prefer – private or group training? Maybe both?

Private

·Do you use apps for doing challenges/working out? If yes, which?

NO

·What are you looking for in such an app?

Notifications why you did not work so to stimulate

·Would you use our app?

Yes

·If you were to use our app, with what purpose would you do so?

Follow a training

·Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?

Yes,

·Would you consider our app compared to similar ones like:

o Workout for Women: Fit at home

o Fit For Free (requires a gym membership)

o Running app

·What do you think makes our app better/worse than the rest?

+notifications

·How much would you pay for a challenge?

5 euro-10 since I am a student/none

·What type of reward would you expect?

Sales for other challenges, and sports shops or food additives

·Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?

Yes

From what we gather as information from the conducted interviews most of the people prefer individual training. Some of them are going to the fitness and one of them not that much. Only one of them used a similar app where he can track his calories. Fortunately, all our interviews answered that they would love to use our app. Most of them told us that they would use the app because of the social aspect as well as for the training. Only two of them got interested in the fact that through this application he can earn some money. The participants in the interview said that they would like to have notifications, however, they think that our app is better because of the connection with the people as well as that it doesn't require a membership. They would not pay so much for the challenges or if they do it they would like to give around 10 euros. The participants would like to have some discounts on sports shops, some points or some trophies in the app. For the last question, everyone would be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges.

## Prototyping

So, for our application, we chose to use black, white and green as the main colours. Because they represent power, clearness and wellness and sport. We decided to stick with the ideas of Material Design. Another thing that we used is getting inspiration from Netflix and FitForFree. For the typeface, we decided to use Poppins because we want to have a clear and simple text. Moreover, we decided to use neomorphism for our pages. Also, we put the menu down because the users mainly are holding their fingers/hands at the bottom of their phones.

**The link for Figma:** <https://www.figma.com/file/SutvIk6JK44baissgeTmnt/Untitled?node-id=0%3A1>

## Testing

After we tested it, we wanted to be sure that the prototype that we did is good enough and to see if your user would like it or not. To see what we can improve.

### Testing questions:

*Hello, we are a group of people, who were supposed to create an app for challenges/workouts and sports activities. So, to develop our product in the best possible way as asking you a couple of questions. So, would like to participate? Let's begin, shall we?*

- *Would you use our app?*
- *Yes, looks easy to use*
- *Would you recommend to a friend?*
- *Do you understand what is paid and what not?*
- *Do you think this is user friendly?*
- *Can you navigate the app fast and easy?*
- *What + and - does our application have?*
- *Would like to see ongoing challenges and how many days are left in the statistics*
- *Would you change anything?*

*Thank you very much and have a nice day/evening*



## Testing answers

Kristina

- Would you use our app?
- Yes, looks easy to use
- Would you recommend to a friend?
- Yes, that want to start working out more or try different activities. Might be fun to try some of the challenges together
- Do you understand what is paid and what not?
- Yes, prices stated clearly
- Do you think this is user friendly?
- 
- Can you navigate the app fast and easy?
- Yes definitely very intuitive
- What + and - does our application have?
- - statistics option should be more detailed
- Would like to see ongoing challenges and how many days are left in the statistics
- + likes the simplicity
- +easy navigation
- +top pics for you
- Would you change anything?
- Interested to see followers of profile and amount of people that use the challenges/workouts/events

Rostislav

- Would you use our app?
- Yes
- Would you recommend to a friend?
- yes
- Do you understand what is paid and what not?
- Yes
- Do you think this is user friendly?
- yes
- Can you navigate the app fast and easy?
- Yes definitely
- What + and - does our application have?
- + looks like Spotify( homepage)
- +Likes the feature to create personal content( workouts)
- - bad achievement page
- Would you change anything?
- "streak" option in statistics for, lets say - active days
- Implement a type of social feed and following

## Testing results

### Current state

- the feature for creating content
- User-friendly
- It is clear which is for paying and which not
- Simplicity
- Easy to navigate
- Looks like Spotify

### Improvements

- The achievement page could look nicer
- Streak option
- To see how many other users are there and to see there profiles

## Conclusion

For this one week we believe that we learnt a lot. We were having different obstacles, but we managed to solve them and to create the best possible product that we could have for this short amount of time.