Let's say there's a fitness app on your phone. It's designed to help you lift weights to combat bone loss in menopause.

This app has the following features.

[show Idea 1]
First, the app helps you make a plan to do strength training everyday. You can specify when in your day you want to take a strength class like in the afternoon. You can also specify what you'll be doing right before, like finishing work. Then you can specify a tiny action you will take to start strength training like rolling out your exercise mat.

What do you think about this?
What do you like about this if anything? Why?
What do you not like about this if anything? Why?
What problems might you run into with this? Why?
What would your plan look like? Why?
Do you think you personally would follow this? Why or why not?

[show Idea 2]
Let's say the app sends you all of the equipment you need for a workout in the mail. This is a default so you can't opt out. The app sends you things like weights and an exercise mat.

What do you think about receiving these items? Why?
How useful or not useful are these items to you? Why?
What do you like about this if anything? Why?
What do you not like about this if anything? Why?
What problems might you run into with this? Why?
What is missing here? Why?
Where would you put these items in your house?

[show Idea 3]
Let's say the app features some coaches that are also in menopause like you.

What do you think about this?
What do you like about this if anything? Why?
What do you not like about this if anything? Why?
What problems might you run into with this? Why?

[show Idea 4]
Let's say the app provides you with some tips on how to build a new habit like strength training.
For each screen…

What do you think about this?
What do you like about this if anything? Why?
What do you not like about this if anything? Why?
What problems might you run into with this? Why?
Do you think you'd remember this tip after it goes away or not really? Why?
Is this tip useful for you in building a new routine or not really? Why?

[show Idea 5]
Let's say the app reminds you that you are not alone.

What do you think about this?
What do you like about this if anything? Why?
What do you not like about this if anything? Why?
What problems might you run into with this? Why?
Do you care about this? Why or why not?
Do you think this will affect whether you keep using the app or not? Why or why not?