Design Thinking Board

Design Thinking Board Mobile Fitness App

EMPATHIZE
- User feedback: Overwhelmed by too many options
- Survey results: Lack of motivation and personalization

Core Problem
- Core Problem: Low user engagement in daily workout
- Need: Personalized and engaging workout experinces

Ideate
- AI-Diven personalised workout plans
- Social challenges with friends
- Daily motivational videos and quotes

Prototype
- Develop a beta feature AI reccommendation daily workouts
- Integration of a social challenge features

Test
- Gather feedback from beta users
- Iterate based on feedback