

Concept Evaluation and Selection Assignment

Part 1: Concepts

RivalUp

Core Idea: To increase community engagement and add an extra level of competition, the fitness app could implement weekly or monthly community challenges and a feature that allows users to

How It Works: Users would be able to participate in challenges either by themselves, with their friends, or in teams and the completion of the challenges would contribute to adding to the users' levels and/or leaderboard status. As the user completes their workouts or challenges, increases in progress, or has any other form of improvement, they would earn points that would progressively add to their progress bar and level them up over time. These levels would be showcased in some sort of a leaderboard categorized by their status (something along the lines of bronze, silver, gold, platinum, etc.). Additionally, the challenges could also be themed some weeks or in accordance to holidays in order to connect with real time events.

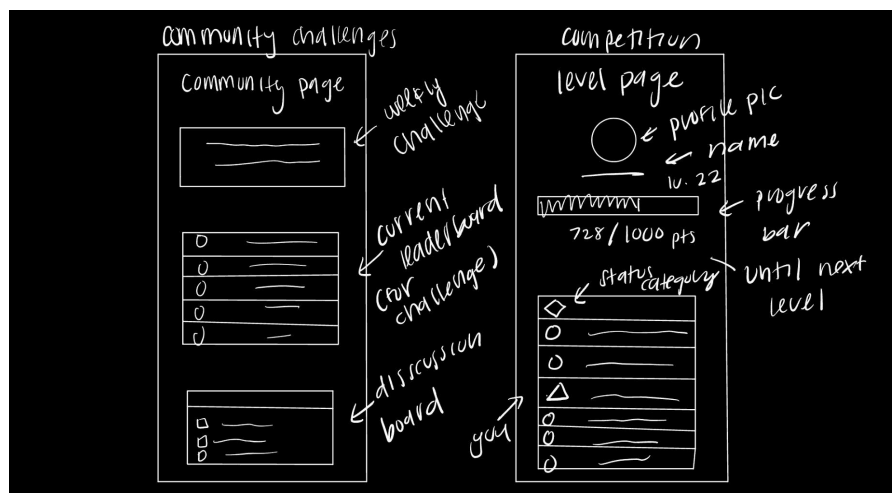
Who It's For: Community-centered users who would benefit from the collaborative nature of team challenges, and competitive users who thrive on external accountability and enjoy competing with their friends and others.

Key Features/Elements:

- Distribution of weekly or monthly challenges
- Ability to collaborate with other people or friends
- Notifications announcing each new challenge
- Themed challenges during holidays
- Point system
- Leveling up/display of levels/leaderboard displays
- Different statuses

Value Proposition: Would help users' find a sense of community and add an extra element towards their weekly workout routine. It would also increase users' incentive to hit their workout goals and consistently interact with the app.

Sketch:



Gym Buddies

Core Idea: The fitness app would give beginner users or whatever users that would want to use it the opportunity to participate in a mentorship team or program.

How It Works: Similar to the weekly challenges, there will be allotted times where opportunities to join a mentorship team or program will be open and users can sign up for them and add it into their schedules. These plans would last for a certain amount of time (probably 1-2 months) and help users by giving them advice and pointers, classes, workout plans, and other resources to help them along their journey.

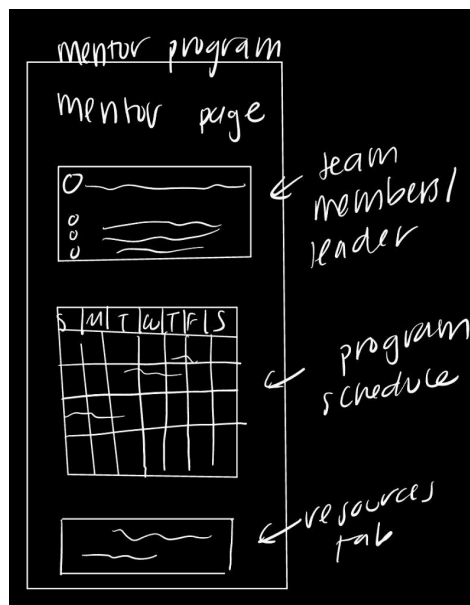
Who It's For: Catered towards beginner users looking for guidance in their workout journeys and in creating a structured workout plan that works for them.

Key Features/Elements:

- Users/teachers willing to host the programs
- Planned out schedules
- Resources different from other users
- Beginner friendly

Value Proposition: Would help people who are new to their fitness journeys find their footing and have assistance in developing a schedule and finding out what works for them.

Sketch:



Part 2: DFV Evaluation

RivalUp

Desirability: 4

Reasoning: I rated desirability a four because I believe this concept is something that my target users would find useful and enjoyable, especially after consulting the information from my main persona and my other interviews. The only reason I wouldn't put it at a five is because I don't think that it would be every users cup of tea considering that I had one interviewee who said that he doesn't benefit from community engagement or competitiveness. Or, I think there may be users who lean more into the community aspect than the competitive or vice versa.

Feasibility: 4

Reasoning: I rated feasibility a four because I think that the concept is something that can be as complex or simplistic as I make it. I feel that I would be able to stay within 8-12 frames, maybe a few more if necessary, but I don't think that it would require me to have to go too in depth or have more Figma skills than what I currently have. The only thing that I could see making things more complex would be that some of the design aspects for certain screens may be more tedious but I think that would only be for the main screens rather than the transition screens.

Viability: 3

Reasoning: I rated viability a three because although I think it's a concept that would really resonate with target users, it's a pretty niche concept that wouldn't apply to all because it's something catered towards people with a specific interest and then on top of that, a specific subset of people within that interest. Therefore, I think it would be worth building because I do think there would be a considerable number of users who would benefit from this app, but I do also think it's an app where if people don't care much for the overall concept, then it wouldn't be as useful for them than other apps may be.

Total Score: 11

Gym Buddies

Desirability: 3

Reasoning: I rated desirability a three for this concept because I think that target users would find something like this very useful, but the pool of people within the fitness community that would want to use something like this is a bit smaller since it's more catered towards beginners. People who aren't beginners could definitely use the app and benefit from the mentorship aspect of it, but it may deter people from using it if they don't see any significance in the program.

Feasibility: 4

Reasoning: I rated feasibility a four because, same as the first concept, I think the concept would be as complex or simplistic as I make it. I think that I would be able to complete it within the time frame and not have much more than 8-12 slides. The only part of the design that I could imagine would require more thinking is how to showcase the user finding certain mentors or getting connected with a mentor or mentor group.

Viability: 3

Reasoning: I rated viability a three for similar reasons as desirability. I believe that target users, such as my secondary persona who's more a beginner, would find the app helpful and building this app would be worth it for them. However, for people who are not beginners or who are not looking for mentorship, they wouldn't have much of a use for the app, so although the issue is specific, a startup may not find the benefit in pursuing the idea if they feel that it wouldn't reach out to enough people.

Total Score: 10

Part 3: Analysis and Comparison

What patterns do you notice across your concepts?

The patterns I noticed across my concepts are that the two are relatively similar because they both incorporate community aspects, but they execute them in different ways and through different features and functionalities. I also noticed that all the DFV scores that I felt suited each concept were pretty much the same and stayed between 3-4. I felt that all of the categories for both concepts fell somewhere within that range because there wasn't any that I felt were completely poor or completely perfect, but they all had their pros and cons and generally were solid concepts.

Where are your concepts strong? Where are they weak?

For the first concept, I think that where it's strong is the potential of community engagement through the combination of the community challenges and the leveling up system and leaderboards. Where I think it could improve is its expansiveness and catering more to people who aren't interested in community or competition. For the second concept, I think where it's strong is the features and how it would be able to assist target users. However, I think where it could improve is figuring out how to make it marketable to people who aren't beginners or new to fitness.

What trade-offs exist between your concepts?

I would say the main trade-offs are the overall emphasis of community in both concepts and also the use of challenges in both of them as well.

Are there significant differences in scores? What do they reveal?

All of the scores are pretty similar, sitting between 3-4. The only difference is that concept 2 is majority 3 whereas concept 1 is majority 4's. I think that shows that I feel relatively confident in both of the concepts and think that they have potential, but I feel more confident that I would be able to fully fledge out and attach usefulness to concept 1.

Part 4: Final Selection and Rationale

The concept I decided to go with is **Concept 1, RivalUp**. I feel most confident in this concept because it aligns closely with my original vision for the app and received a slightly higher DFV score, which reinforces my confidence in both my ability to design it and its potential usefulness and enjoyability for users. RivalUp connects directly to my primary persona and reflects much of the feedback I received from interviewees, many of whom described themselves as competitive and motivated by external accountability. This makes the concept more relevant and engaging for the target audience I want to reach. I also feel more passionate about RivalUp, as I believe it will be both fun and rewarding to design and bring to life—especially with the addition of gamification elements that truly capture the spirit of the app.

From a learning perspective, this project will challenge me in meaningful ways. While I've used Figma before, this will be my first time independently designing an app concept from the ground up. I see this as a great opportunity to strengthen my skills in both Figma and design thinking, particularly in creating efficient and user-centered designs. RivalUp also combines two of the ideas from my earlier four concepts, making it more expansive and giving me more room to explore creative features and interactions. Strategically, this feels like the best choice because it's complex enough to push my abilities and keep me motivated, but not so overwhelming that I'd risk getting stuck. I can see myself continuously building upon the design over the four-week period, which makes this concept both practical and inspiring to pursue.