<u>**Define Stage Assignment**</u>

Affinity Map

I framed my affinity map around the main components of what to base my app on, such as scheduling, finding exercises, motivators, tracking progress, and suggestions, but in a more broken-down format so that I could see where there was an influx of trends based on the category.

POV Statements

<u>POV 1</u>

Competitive gym-goers who enjoy a sense of community need a space to connect with friends and create friendly competition because challenge and companionship helps elevate their motivation to workout through increased enjoyment and external accountability.

<u>POV 2</u>

Working adults with busy schedules need assistance with logging their exercises and basic nutrition intake because the process of tracking progress can be difficult during a hectic work week.

<u>POV 3</u>

People in the beginning stages of their workout journey need guidance, suggestions, and organization because it will help them maintain motivation and build healthy habits.

HMW Questions

<u>POV 1</u>

1. **How might we create a space where gym-goers feel the desire to engage with one another?**
2. How might we find ways to instill elements that would insight competition**?**
3. **How might we ensure a sense of community among gym-goers to increase enjoyment and external accountability?**

4. **How might we create challenges that inspire community engagement and make working out more enjoyable?**
5. How might we allow gym-goers to connect with friends and start up challenges with one another?

POV 2

1. **How might we remind working adults to log their progress amidst their busy schedules?**
2. **How might we find ways for working adults to track their physical and quantitative progress?**
3. **How might we make the process of tracking progress simpler for working adults?**
4. How might we get working adults to focus on their basic nutrition intake?
5. How might we alter working adults' workout schedule based on the hecticness of their work week?

POV 3

1. **How might we assist beginners in creating an organized workout schedule?**
2. How might we keep beginners motivated to stick with their new schedule?
3. How might we find ways to guide beginners in their workout journey?
4. **How might we help beginners start off correctly so that they build healthy habits?**
5. **How might we provide beginners exercise suggestions so that they have a variety of workouts to try?**

I prioritized these HMW questions because I felt that they aligned the best with the idea that I had for the app and seem to be the most realistic to focus on and fulfill. For POV 1, I felt that those HMW questions were the most important because they best describe the main framework for the overall concept of the app. As for the HMW questions for POVs 2 and 3, they surround that framework and build on the additional features that the app would provide.

Refined Problem Statement

Busy gym-goers of all experience levels struggle with prioritizing their workouts and keeping track of their progress because their hectic schedules makes it difficult to consistently allot time for the gym and remember to log their daily or weekly statistics. Additionally, they struggle with maintaining their motivation and overall enjoyment of going to the gym because of a lack of community and external accountability.