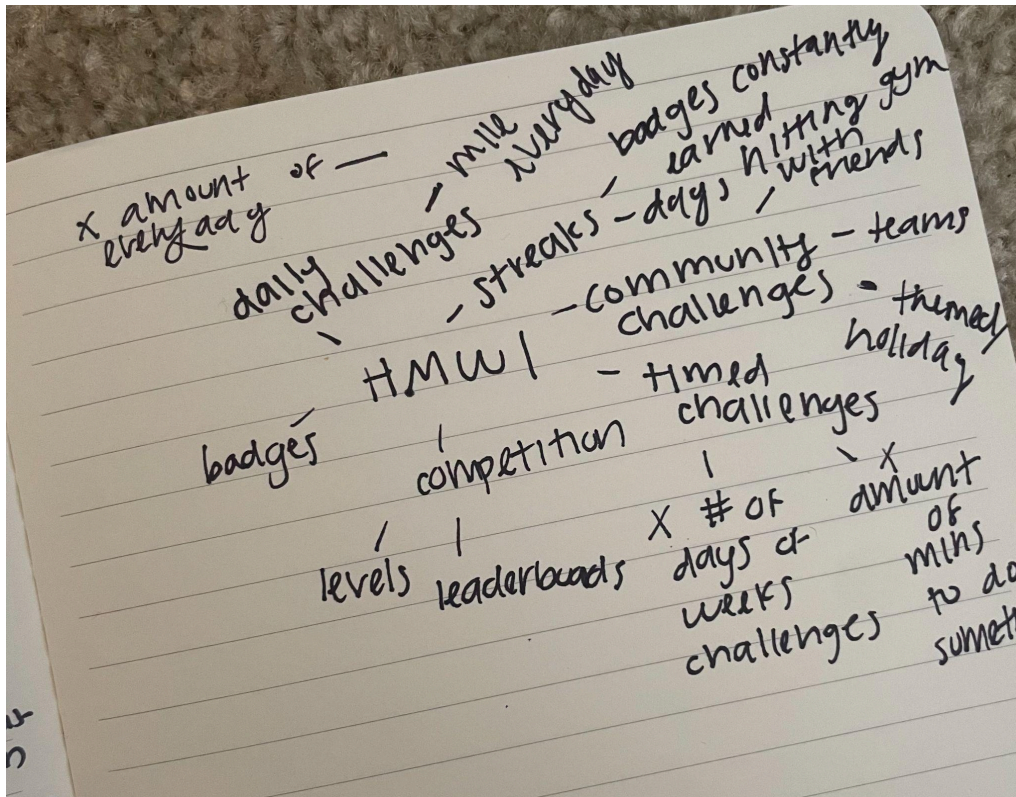


Independent Work Session

Part 1: Idea Generation

1. How might we create challenges that inspire community engagement and make working out more enjoyable?



Daily challenges/ x amount of ___ everyday, mile everyday challenge

Streaks/ earn multiple badges back to back, multiple days hitting scheduled gym days

Community challenges/ teams, challenges w/ friends, themed/holiday challenges, monthly events

Timed challenges/ x number of days/weeks/months challenges (90 day challenge), x amount of mins to do something

Competition/levels, leaderboards

Badges/ earned after completing tasks; give extra points towards leveling up

2. How might we make the process of tracking progress simpler for working adults?

Substitute - What could be replaced?

- Replace traditional manual logs or spreadsheets with automated progress tracking tools

- Replace long, detailed tracking forms with quick daily check-ins or picture-based entries
- Substitute progress metrics (like number of days/hours working out) with outcome-based indicators (like goals achieved or milestones met)

Combine - What could be merged?

- Merge fitness tracking and logging with more fun, gamey elements
- Combine elements of the tracker with wellness and well-being (positive affirmations)

Adapt - How could existing solutions be adjusted?

- Adapt fitness tracking systems (like rings or streaks) to represent endurance, strength, or overall progress
- Expand on social accountability features (like shared leaderboards or team updates) from other fitness apps

Modify - What could be changed in size, shape, or form?

- Simplify dashboards into visual timelines or progress bars for quick overviews
- Modify visualizations into more positive color grading (using another color other than red to signify being “off track”)

Put to another use - What could be repurposed?

- Repurpose the concept of calendar apps and implement them into the fitness app to track achievements and milestones instead of just appointments
- Use notifications as micro-reminders to log or reflect on progress
- Turn progress into a weekly automatically sent digest

Eliminate - What could be removed?

- Eliminate manual data entry by integrating automatic tracking
- Remove unnecessary metrics that don't reflect meaningful progress
- Cut down on cluttered interfaces and focus on essential insights only

Reverse - What could be flipped or inverted?

- Instead of the user tracking progress, the system tracks and summarizes progress for them
- Flip the approach from tracking what's done to celebrating milestones achieved
- Reverse the timeline by starting with desired outcomes and work backward to plan steps and track along the way

3. How might we help beginners start off correctly so that they build healthy habits?



Part 2: Concept Development

Community Challenges

Core Idea: In order to increase community engagement, the fitness app could implement weekly or monthly challenges for the community to participate in.

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. 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.

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

Value Proposition: Would help users' find a sense of community and add an extra element towards their weekly workout routine.

Competition (levels, leaderboards, statuses)

Core Idea: To add an extra level of competition, the fitness app would incorporate levels/leveling up and leaderboards.

How It Works: 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.)

Who It's For: Competitive users who thrive off external accountability and would want to compete with their friends and others. Competitive users who thrive off external accountability and would want to compete with their friends and others.

Key Features/Elements:

- Point system
- Leveling up/display of levels
- Different statuses
- Leaderboard display

Value Proposition: Increase users' incentive to hit their workout goals and consistently interact with the app.

Automatic Weekly Progress Digest

Core Idea: The fitness app would give automatic weekly progress digests to users at the end of each week so that they can see a conglomerated version of all they've achieved throughout the week.

How It Works: At the end of each week, the progress that the user logs will be all compiled together and put into some form of a chart or progress bar. It would showcase the statistics and progress goals that the user achieved.

Who It's For: Busy users who are not able to consistently keep track of their progress and who want to see a summarization of their progress.

Key Features/Elements:

- Stat calculation/compiling
- Bar graphs, charts, and/or progress bar
- Notifications for each update

Value Proposition: Help the user be able to keep track of their progress without having to do too much of their calculation or extra logging.

Mentorship Team/Program

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.

Sketches:

