**Industry Project - Team 2**

**Problem Space**
Lululemon engages with its community through a variety of initiatives:

- In-store events and classes that help build local wellness communities.
- Partnership with local athletes and instructors who host engaging events.
- Social media campaigns
- Guided workouts and mindfulness practices via Lululemon Studio.

These initiatives generate valuable behavioral and engagement data, offering insights into how individuals connect with the brand.

However, while Lululemon has made progress in integrating customer data and personalizing experiences, achieving seamless, real-time data activation across touchpoints remains a challenge. This limitation impacts the company's ability to:

- Measure the true impact of community initiatives
- Personalize experiences in meaningful ways
- Scale connections consistently across diverse communities

**The Challenge**
How might we... leverage the Lululemon mobile app to better understand and scale community engagement that transform siloed insights into experiences that build stronger, long-term loyalty?

**Exploration Areas**

To guide the Data + Design team's exploration, consider questions such as:

- What features or experiences within the app could help strengthen connections with local wellness communities?
- How might we capture and analyze engagement data in ways that highlight patterns, preferences, and opportunities?
- In what ways could these insights be transformed into more personalized, meaningful experiences for diverse user groups?

**Considerations**
The Dataset:

- Teams are not expected to use proprietary Lululemon data. You can use open datasets, simulate data, or define your own sample data structures to support your solution.

The Prototype:

- Solutions do not need to be fully functional or production-ready. Instead, focus on demonstrating:
  - Creative and thoughtful use of data
  - Clear visualization of insights
  - An engaging and intuitive interactive experience that communicates your concept effectively

Considerations
The User:

- Teams should have a clear user in mind.
- Remember that the goal is to enhance customer well-being and loyalty not just business metrics.

The Approach:

- UX Designers and Data Scientists should collaborate to explore how data insights can inform smarter app experiences, and how these experiences can, in turn, generate richer engagement signals. The emphasis should be on bridging insights with design to show the value of community-driven, personalized wellness interactions.

Final Deliverables
By Tuesday, September 9th at 6:30pm ET your team must submit:
A zip file containing all relevant outputs for your project.
This includes Figma assets, data files, a PDF of your presentation, and any other content pieces.
Your zip should contain all work produced for the project including any of the following:

- Interactive Widgets

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Insights Dashboard

- App Prototype

Presentation slide deck (mandatory)


Things noticed on the app:
- For you page
- Events promoted within "Shop" section