

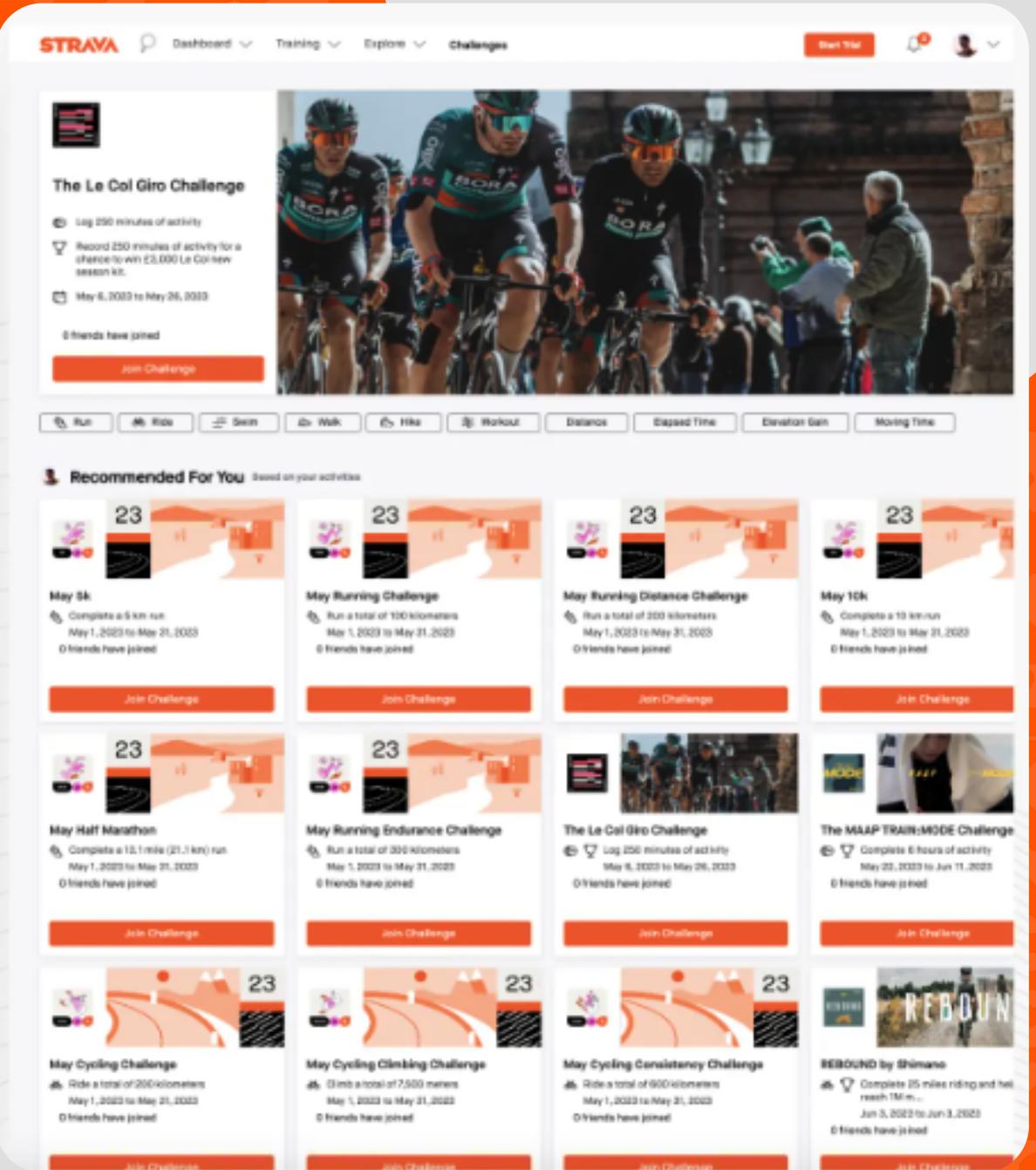
FitnessBFF

Find your fitness partners for life!

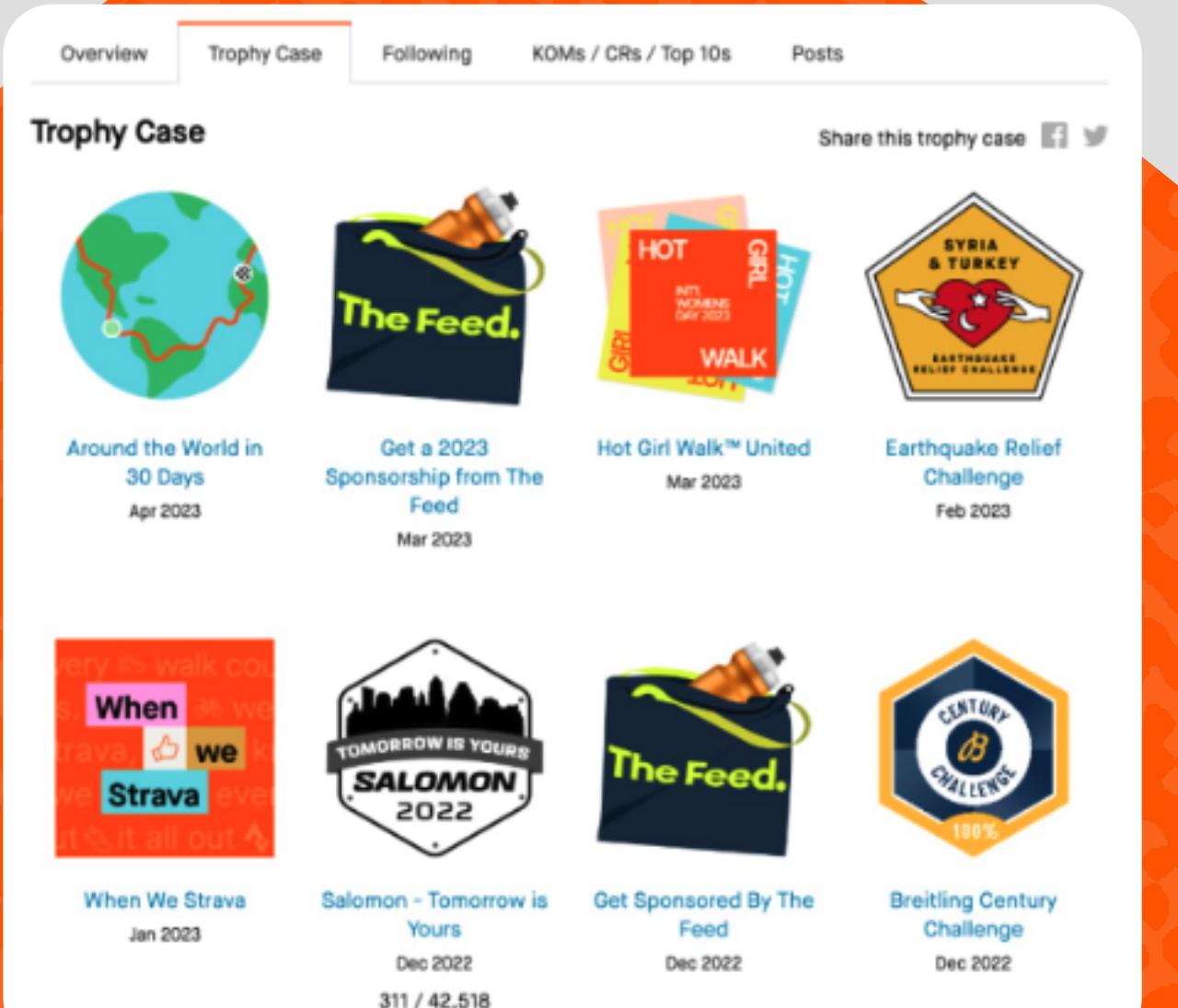


Prompt: Design a product for event gathering for Strava

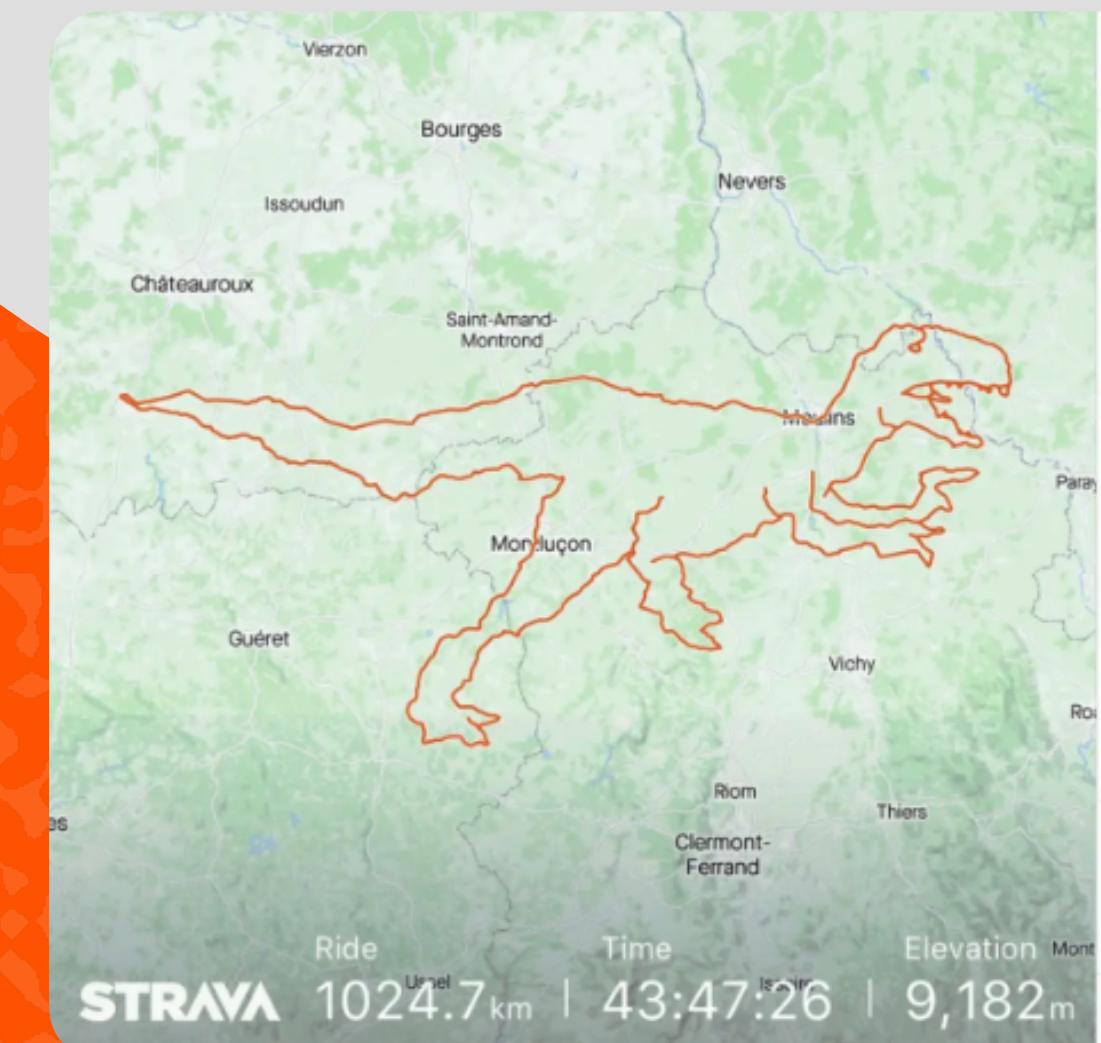
Current Journey



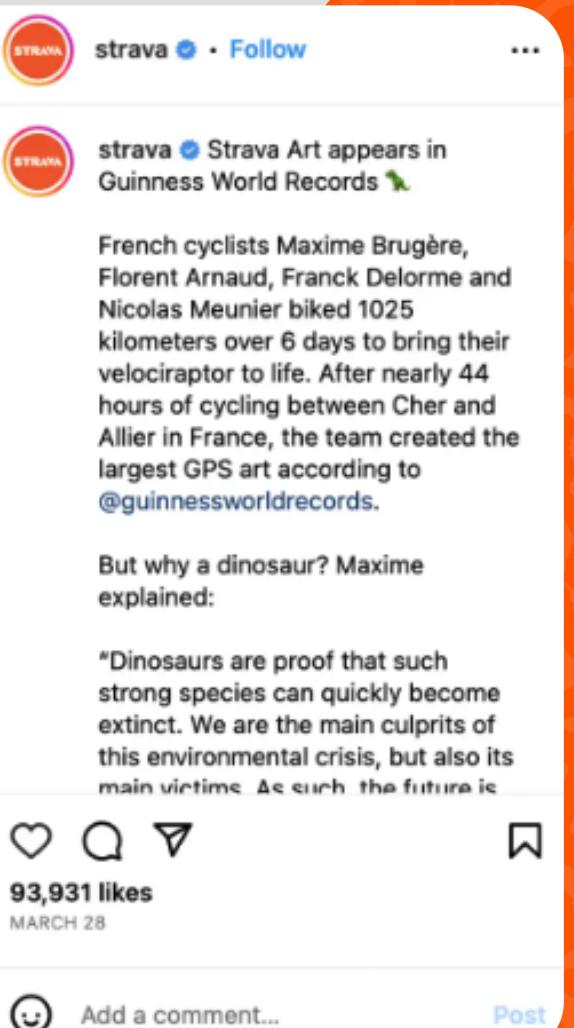
Active Community Challenges



Trophy Cases



Sharable Routes



Problem Space/ Pain Points

Anxiety

- An overly competitive environment may lead to anxiety about tracking their own performances
- Need for public validation

No community engagement

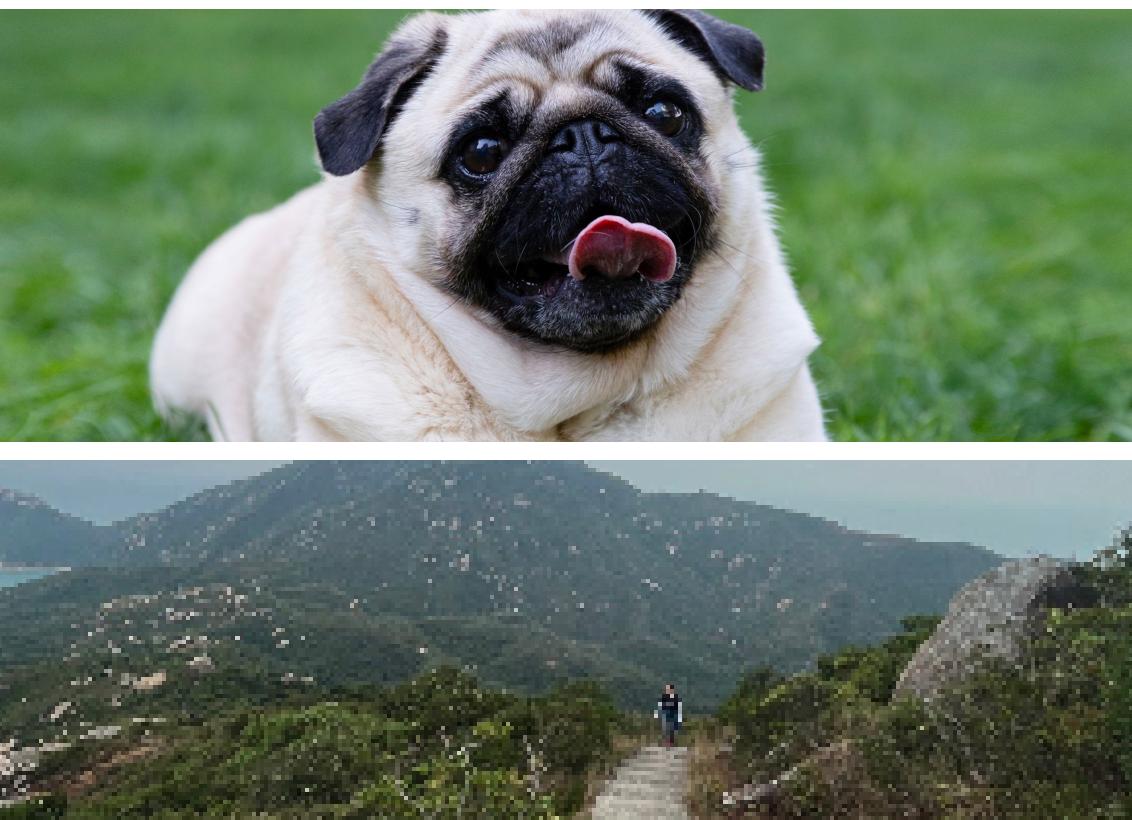
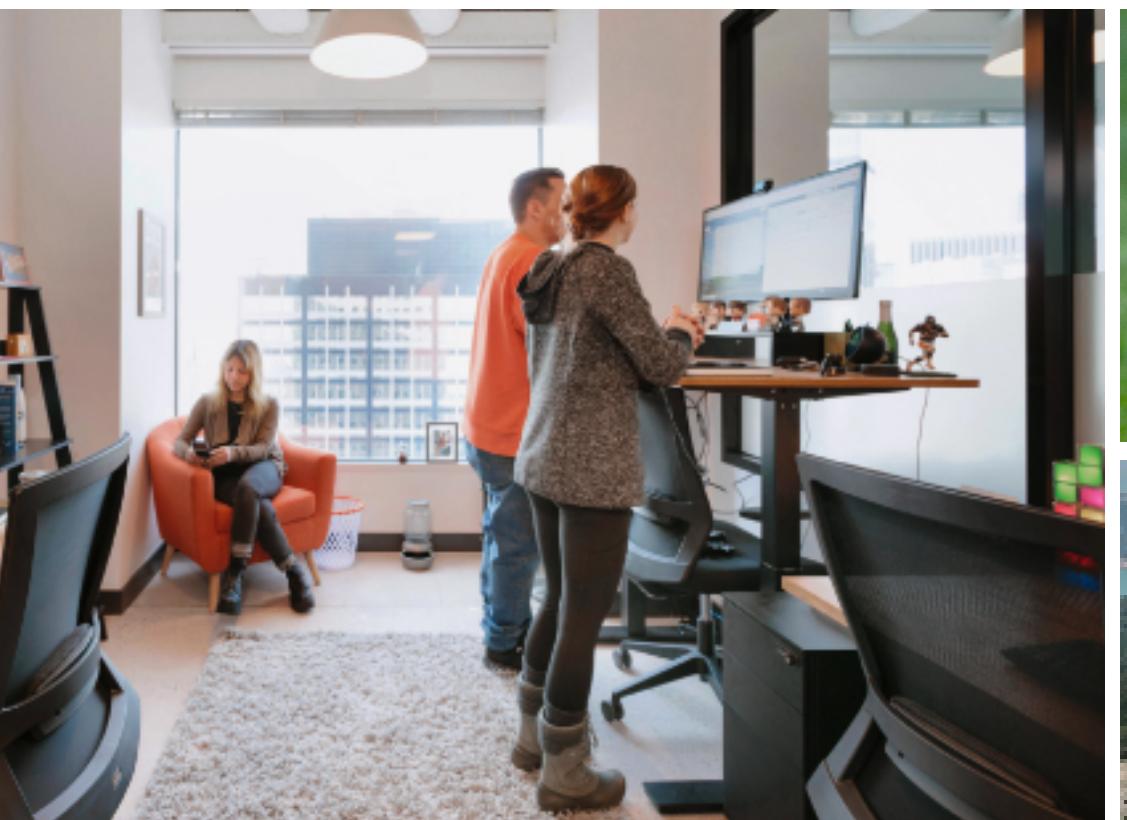
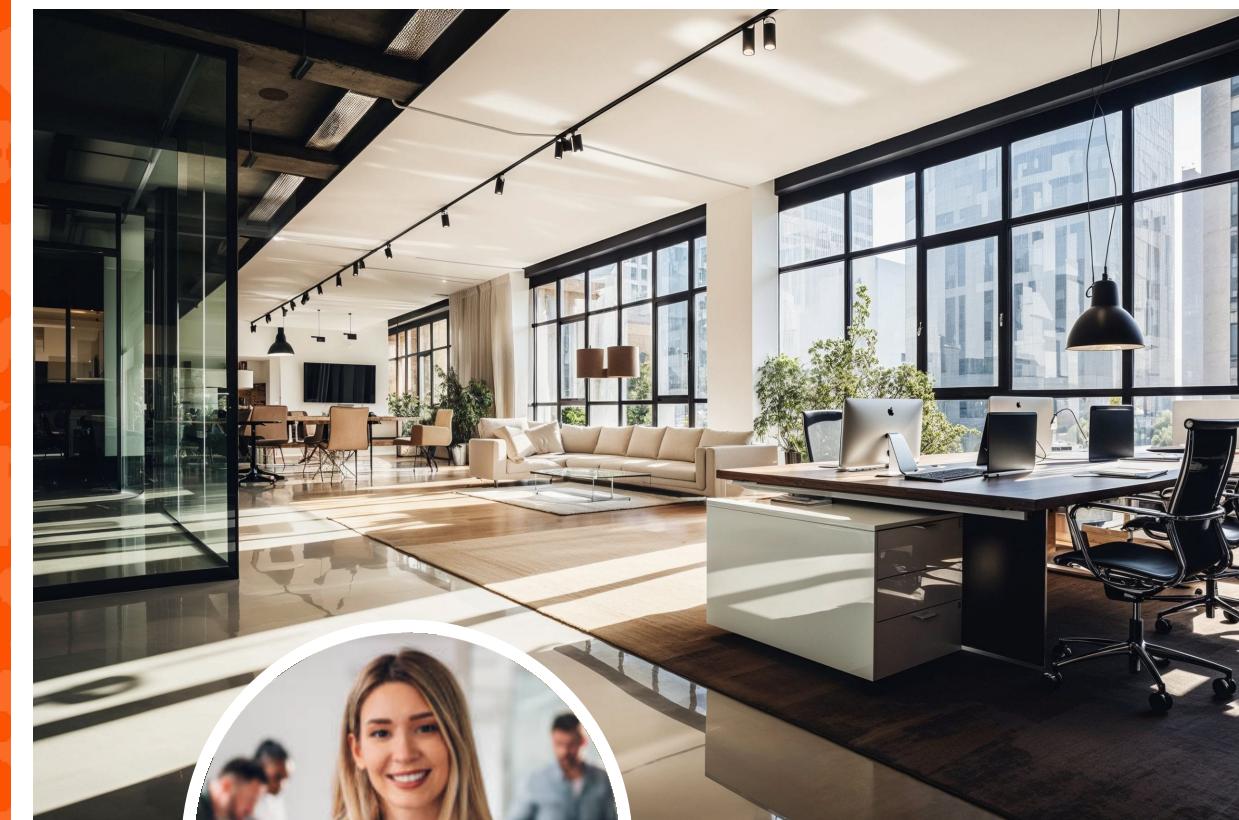
- Strava is purely a digital community, with a lack of physical events to go to

No physical motivators

- Users, especially those who are new to exercising, may not have a physical community to work with

Exploring Potential impact

- **A/B Testing** - different sequence of onboarding to determine where to place feature for discoverability
- **App metrics** - app usage patterns, like the amount of activities people log together or if community features lead to increased social interactions
- **Survey** - create a survey asking users if they prefer to run alone or with people to understand the need for a physical community aspect



Evelyn Ramsey

Background

Evelyn is a 25-year-old investment banker who works long hours and prioritizes her career over personal well-being. After noticing the toll that her job is taking on her, she's ready to make changes, but finds it hard to break old habits. Her social life revolves around work, leaving little time for self-care or active hobbies.

Goals and Needs

- To build a **sustainable** exercise **habit**
- Improve overall health and well-being to manage work stress

Last 4 Weeks

0

Total Activities

Motivations

- Concerned about long-term health due to **sedentary** lifestyle
- Wants to avoid burnout and find a healthier work-life balance

Frustrations

- Lacks **intrinsic motivation** for fitness, feels easily discouraged
- Struggles with **accountability** and staying on track without **external support**
- **No friends or social circle** that share her fitness goals, making it harder to stay consistent

Evelyn, a workaholic in her mid 20s, is currently living a sedentary life and is looking to start exercising.

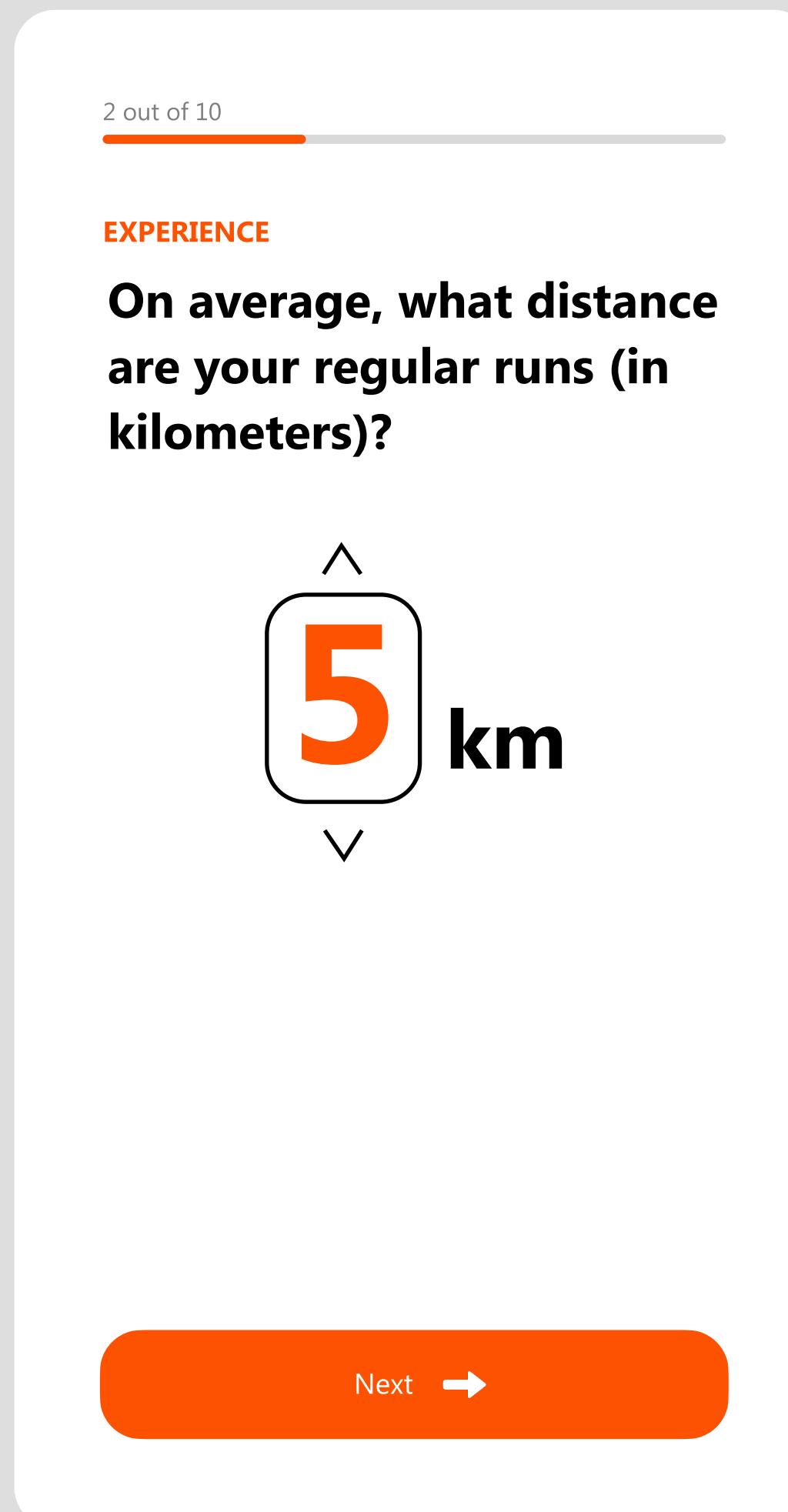
Solution

My BFFs page

A BFF matching quiz that puts you in a group of real people with similar fitness goals in your area, and schedules in person activities for you based on the groups schedules.

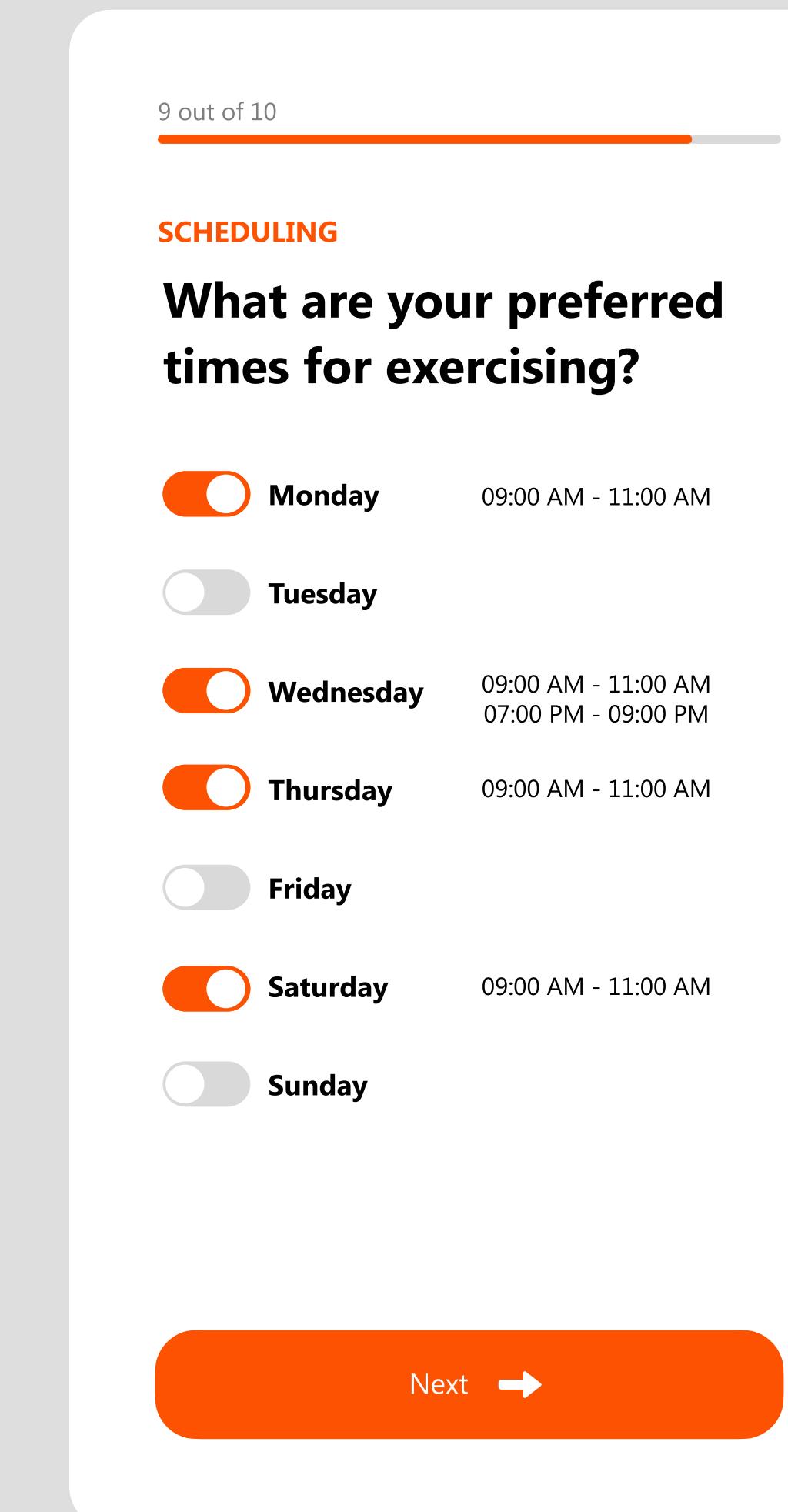
What needs will this produce be solving for your user?

Helps user find accountability partners that will help them achieve their exercise goals



Friend/ Group Matching quiz

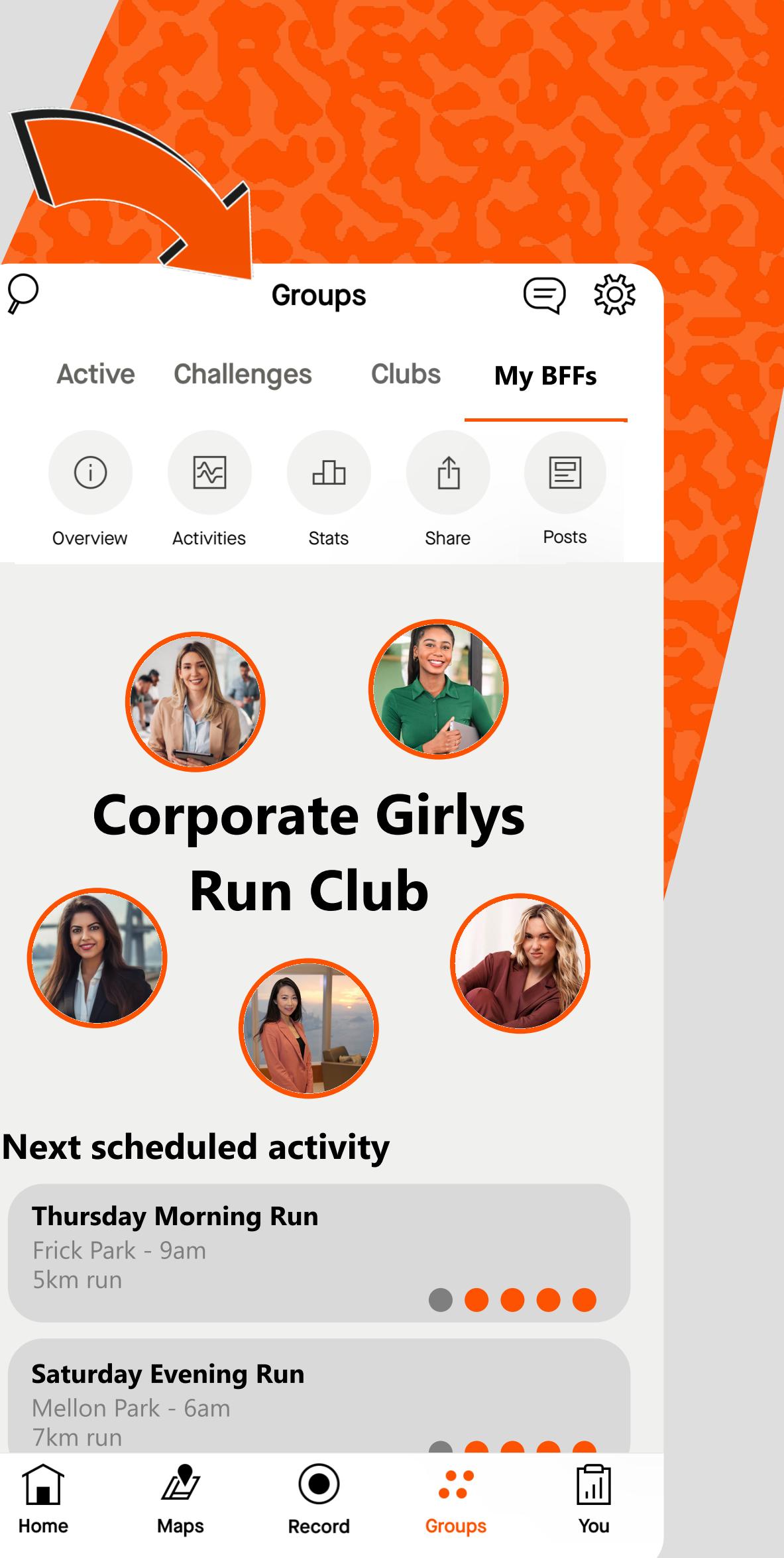
Asks for demographic/exercise goals to find other similar users



Scheduling

Users input their available times for the AI system to schedule activities that fit everyone's schedule.

Exists within Groups tab



My BFFs page

My BFF group home page, with group stats and scheduled activities

Success Metrics

KPI	Description	How will we measure this?
Frequency of meetups	Achieving 90% full group engagement for activities (percentage of successful meetups)	Collected by tracking attendance sheet of group meetups
Adoption Rate	The amount of users that sign up to be part of a BFF group	Gather the percentage of users that join a BFF group, Funnel analysis from app onboarding to BFF group sign up
User Retention (MAU)	Monthly retention rate of groups - also reflects the successfulness of the matching algorithm	Obtained through monthly check ins on the amount of active groups
User Feedback Scores	Qualitative and quantitative feedback of the BFF group product	Collect and quantified through in-app feedback forms, surveys, and online reviews

Tradeoff/ Risks

01 Group Compatibility Issues

- The algorithm may not be able to successfully create groups that are compatible

02 Over-Segmentation

- Creating smaller groups can take away from the broader community in the existing group features

03 Privacy Concerns

- The questionnaire could create privacy issues due to data collection

04 Safety Risks

- Meeting unscreened strangers in possibly remote places is dangerous