



goFIT: Concept Video

Brought to you by Team FITLIT



Team FITLIT

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The background features a series of overlapping, angular shapes in various shades of green and teal. A large, dark teal shape forms a mountain-like peak on the left side. Below it, a wide band of medium teal stretches across the center. The bottom of the image is composed of several overlapping shapes in lighter and darker green tones, creating a layered, landscape-like effect.

Value Proposition

What will customers get from our product?



*Inspiration to maintain a
healthy lifestyle.*

The background features a series of overlapping, semi-transparent geometric shapes. At the top, a dark teal triangle points downwards. Below it, a light green trapezoid points upwards. The central portion of the image is dominated by a large teal trapezoid pointing upwards. At the bottom, another dark teal triangle points upwards, and a light green trapezoid points downwards. The overall effect is a layered, mountain-like or landscape-like composition.

Problem/Solution Overview

What problem are we going to solve?

Problem Overview

Although many people want to stay healthy, **they rarely prioritize their health**, saying they don't have time, don't want to wait for the long-term benefits, or prefer to do other, more social, activities.

Solution Overview

We want a product that offers **meaningful social connection** and **immediate rewards** when users meet fitness and nutrition goals.

This should motivate people to be more excited about maintaining a healthy lifestyle, demonstrating that **the act itself - not the incentives - is worth prioritizing.**



Tasks

What are the core values our project enables?

1. Promote Healthy Eating (Simple)

- People know health benefits already
- Convenience vs. effort
- Encouragement, direction, and small steps go a long way



2. Demonstrate maintaining a healthy lifestyle (simple)

- People assume that this takes effort and commitment
- One can do simple things to stay healthy
- This will have a significant impact long term



3. Inspire others to be healthy (medium)

- Positive vs negative pressure
- Challenging your friends
- Set goals together



4. Motivate users to prioritize fitness (complex)

- Prioritizing fitness isn't easy
- Motivation shouldn't come from incentives to win rewards
- Creating a healthy life is a worthy goal in and of itself



The background features a series of overlapping, angular shapes in various shades of green and teal. A large, dark teal shape forms a wide, shallow 'V' or mountain-like silhouette in the upper half. Below this, a lighter teal shape extends across the middle. The bottom half is composed of several overlapping shapes in different shades of green, creating a layered, geometric effect.

Storyboarding

How do we convey these ideas clearly?



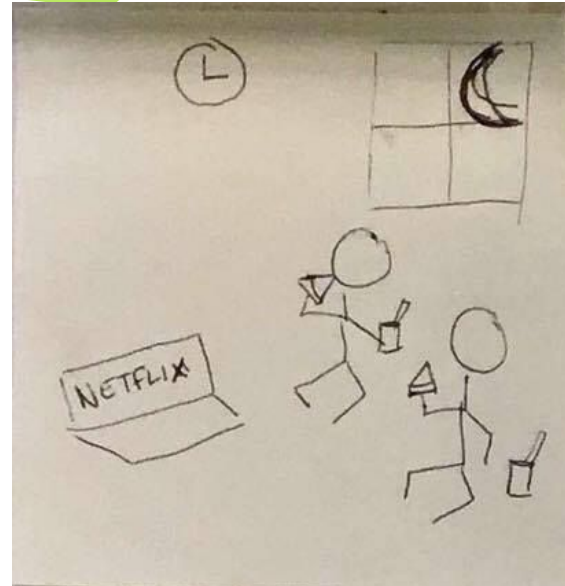
Scene 1: Starting the Race



- ◆ Inspire others to be healthy
- ◆ Motivate users to prioritize fitness
- ◆ Set up the scene and characters
- ◆ Profile and front view

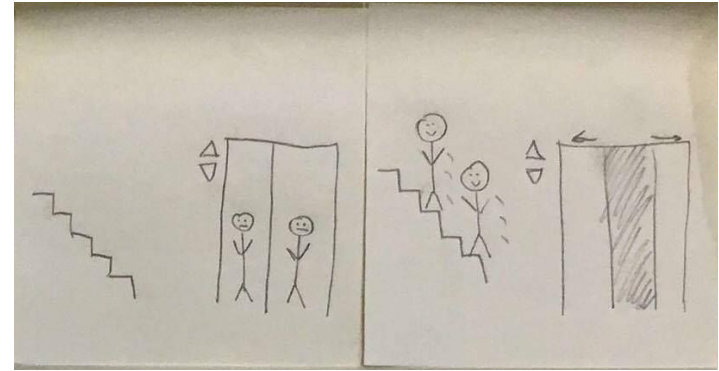
Scene 2: Show the “Before”

- ◆ Don't show the tasks: show how you can benefit from them
- ◆ Overall - show that these people are unhappy
- ◆ Netflix, junk food, bad posture



Scene 3: Elevator “Turning Point”

- ◆ Demonstrate maintaining a healthy lifestyle
- ◆ Simple changes can make a difference
- ◆ Focus on the decision: decide at the last minute to take the stairs



Scene 4: Achieving the goals



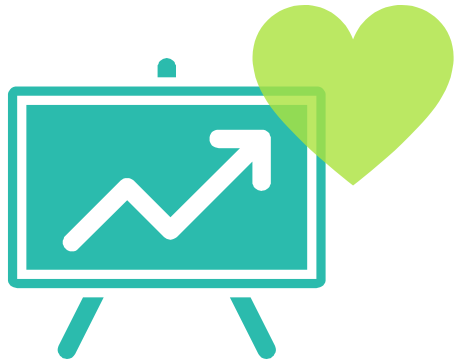
- ◆ Inspire others to be healthy
- ◆ Everyone's celebrating

The background consists of several overlapping geometric shapes, primarily triangles and polygons, in shades of teal and lime green. The shapes are layered to create a sense of depth and movement. The central area is a large teal shape that serves as the backdrop for the text.

Concept Video

What is the context of our product in the real world?





Questions?



goFIT

go first. go forth. go fit.

Concept Video Link:

<https://www.youtube.com/watch?v=OD0wkahfV74&feature=youtu.be>

Credits

Special thanks to all the people who made and released these **awesome resources** for free:

- ◆ Presentation template by SlidesCarnival
- ◆ Photographs by
 - ◆ Unsplash
 - ◆ https://pixabay.com/p-791891/?no_redirectfi
 - ◆ <https://upload.wikimedia.org/wikipedia/commons/d/df/BXP135677.jpg>
 - ◆ https://pixabay.com/p-2309279/?no_redirect