

POV's ->
Experience
Prototypes

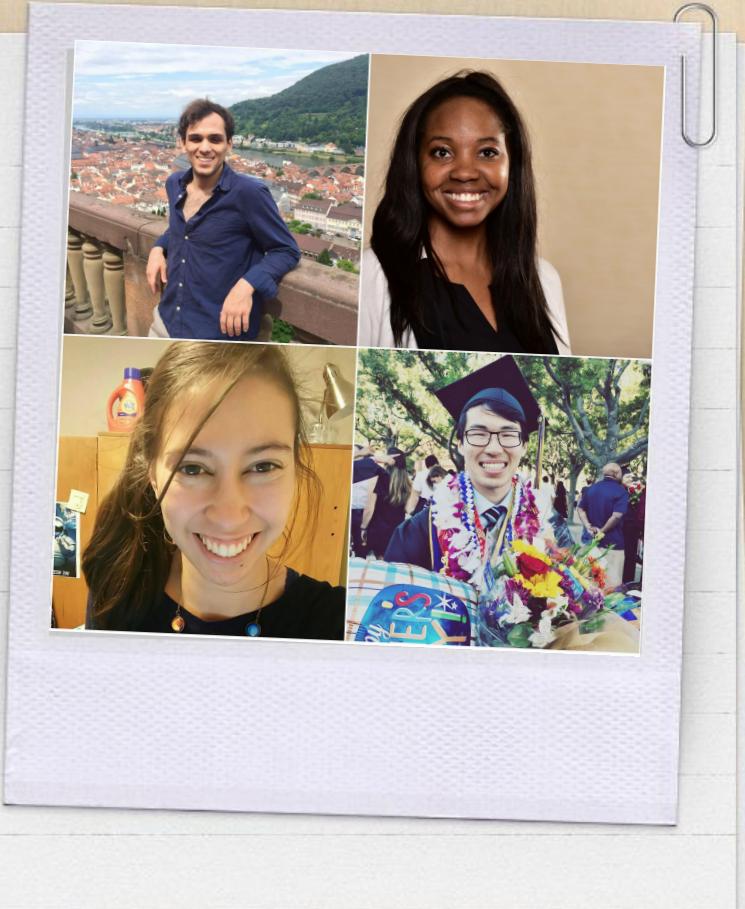
FITLIT

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Exercise

1.

Original POV

OUR INITIAL PERSPECTIVE GOING
INTO RESEARCH WAS...

**WE MET... a self-identifying
non-fitness-oriented college student.**

**WE WERE AMAZED TO REALIZE...that
she was interested in strenuous fitness
challenges for incentives and medals
(which she proudly displayed) but was
uninterested in training or lead-up work.**

**IT WOULD BE GAME-CHANGING IF...she
could receive tangible incentives for
exercising more regularly**



2.
More Needfinding!
THE MORE, THE MERRIER

*"I don't actually like going to
the gym, but I'll do group
fitness classes and befriend
the other people in the class,
and then I'm motivated to
actually show up."*



JENNY

*"Even though I consider
health to be really important,
it's hard to find time to work
out, especially when you're
working"*



DAN

*"There's a lot of things I know
I could do, but I don't know
how to find the time when I'm
at Stanford."*



REMI

3.
POV's
POINT OF VIEW STATEMENTS

POV 1

WE MET... a 40-something year old woman who works as a lawyer.

WE WERE AMAZED TO REALIZE... that she dislikes working out, but motivates herself to do it by taking group classes and befriending her classmates.

IT WOULD BE GAME-CHANGING IF...she could find social connection in other types of exercise and health practices.



POV 2

WE MET... a college-aged fitness enthusiast.

WE WERE AMAZED TO REALIZE... he was very dedicated to fitness and hiking but he found himself with no time to pursue his goals.

IT WOULD BE GAME-CHANGING IF...there was a way to help him integrate his goals into his daily schedule.



POV 3

WE MET... middle-aged civil engineer who spends most of his day sitting in an office

WE WERE AMAZED TO REALIZE... even though he felt strongly about the importance of staying healthy and living longer, he rarely went out of his way to exercise.

IT WOULD BE GAME-CHANGING IF... there was a way to incentivize exercising while reminding him of his goal of staying healthy and living longer.



4.

HMW'S

HOW MIGHT WE HELP THESE
NEEDS?

WE MET... a self-identifying non-fitness-oriented college student.

WE WERE AMAZED TO REALIZE...that she was interested in strenuous fitness challenges for incentives and medals (which she proudly displayed) but was uninterested in training or lead-up work.

IT WOULD BE GAME-CHANGING IF...she saw daily exercise as adventurous and exciting as completing these challenges.

HMW

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HMW
#1

How might we get people more excited about the idea of exercising?

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HMW
#2

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**HMW
#2**



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IT WOULD BE GAME-CHANGING IF...there was a way to help him integrate his goals into his daily schedule.

HMW
#2

How might we structure exercise around the lifestyle of busy people?

WE MET... a self-identifying non-fitness-oriented college student.

WE WERE AMAZED TO REALIZE...that she was was able to motivate herself to do fitness-related activities if she was doing it with others, as she saw them more as social activities than fitness activities.

IT WOULD BE GAME-CHANGING IF...there was a way for her to feel social connection while getting regular exercise.

HMW

#3

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**HMW
#3**

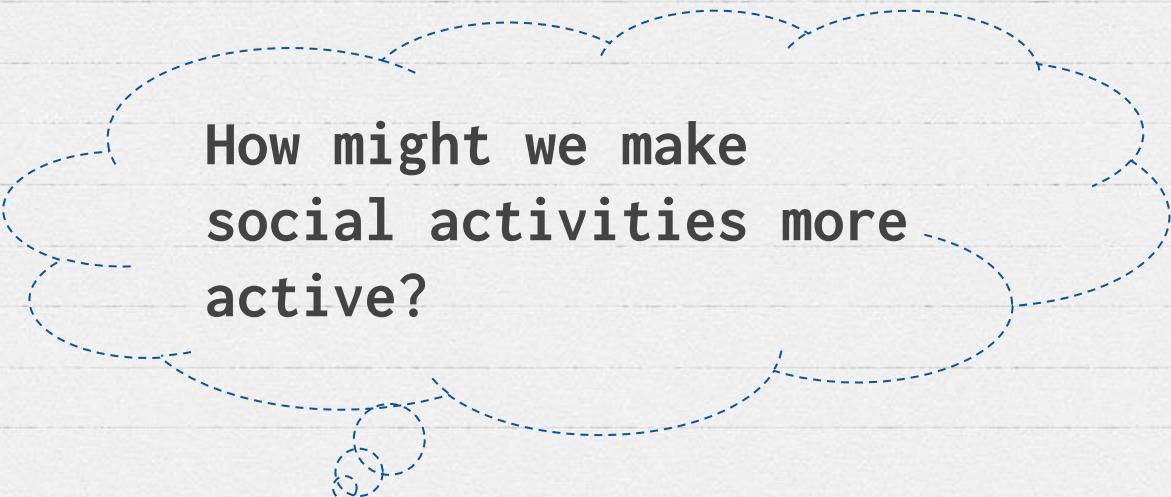


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**HMW
#3**



**How might we make
social activities more
active?**

How might we get people more excited about the idea of exercising?

How might we make social activities more active?

How might we structure exercise around the lifestyle of busy people?

5.
Experience
Prototypes

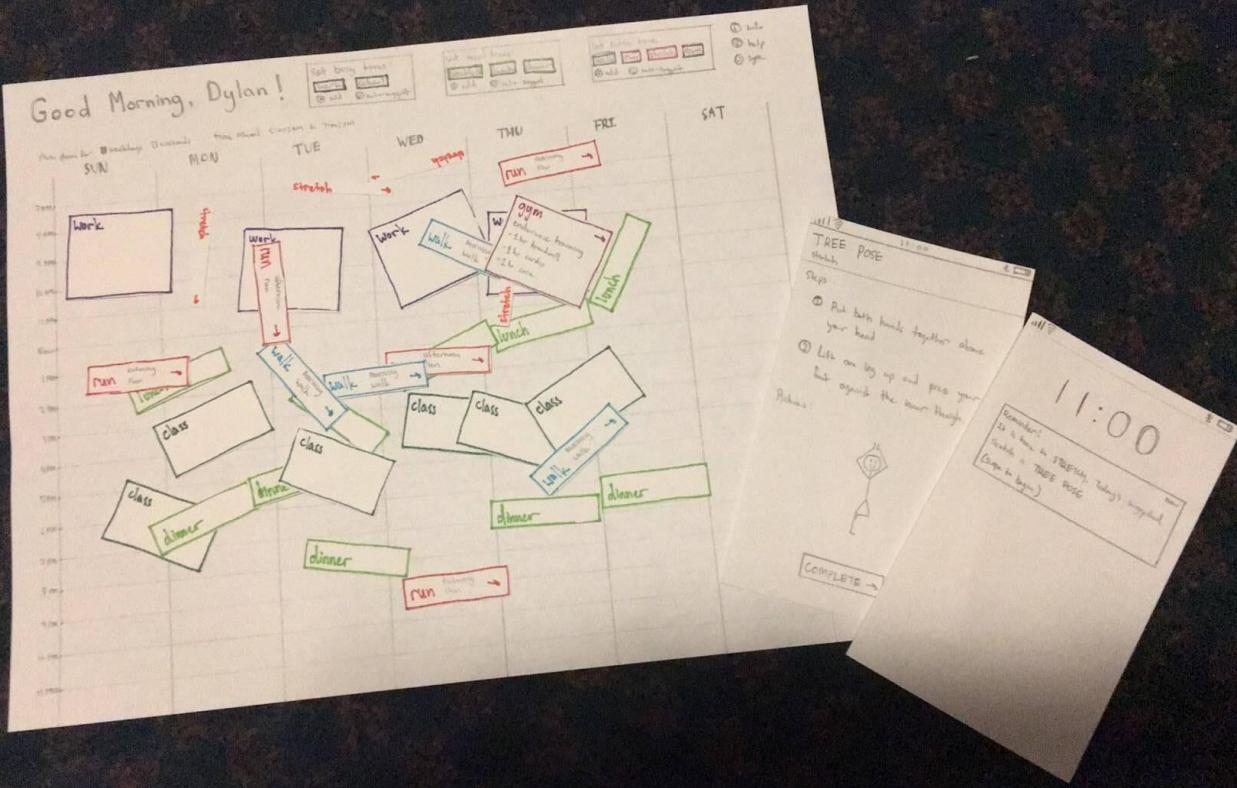


PROTOTYPE I: PERSONAL TRAINER

- ✗ Idea: a virtual personal trainer that helps users achieve small, simple fitness-related goals and increase their “fitness level” throughout their day
- ✗ tailored to the personal schedule of the user
- ✗ based on the assumption that people feel as though they do not have enough time to do any significant physical activity

Having a personal trainer to motivate the user and help them perform small lifestyle changes throughout their day will have a significant impact on their overall health.





Good Morning, Dylan!

Set busy times:
 work school
 add auto-suggest

Set meal times:
 breakfast lunch dinner
 add auto-suggest

Set active times:
 walk run stretch gym
 add auto-suggest

info
 help
 sync

Show plans for: weekdays weekends Time range: 8:00AM to 7:00PM

SUN	MON	TUE	WED	THU	FRI	SAT
7AM						
8AM						
9AM	Walk Morning walk →		Walk Morning walk →			
10AM	Work	Work	Work	Work		
11AM	Stretch → Stretch	Stretch → Stretch	Stretch → Stretch	Stretch →	Run Morning run →	
Noon						
1PM	Lunch	Lunch	Lunch	Lunch	Lunch	
2PM	Class	Class	Class	Class		
3PM						
4PM	Class		Class			
5PM						
6PM						
7PM	Dinner	Dinner	Dinner	Dinner	Dinner	
8PM						
9PM		Run Evening run →		Run Evening run →		
10PM						
11PM						

11:00



11:00

Reminder!

It is time to STRETCH. Today's suggested stretch is TREE POSE.
(Swipe to begin)

now

11:00



TREE POSE

stretch

Steps:

- ① Put both hands together above your head.
- ② Lift one leg up and press your foot against the inner thigh.

Pictures:



COMPLETE →

PROTOTYPE I: PERSONAL TRAINER

- x **User liked:** how he was able to rearrange the events in the calendar to his liking -> feeling of maximum flexibility
- x Enjoyed how simple the “tree pose” instructions were and was interested to see what other simple activities might be possible



PROTOTYPE I: PERSONAL TRAINER

- x **User wished:** there were more "active times" outside of walking, running, stretching, and gymming (Felt even those simple actions were too time-consuming)
- x Felt the paper prototype of calendar was "messy" because of too many moving parts with the paper "blocks"



PROTOTYPE 1: PERSONAL TRAINER

- ✗ Assumption of whether people felt they didn't have time for significant physical activity was **validated**
- ✗ Test user wished for even simpler activities
- ✗ Still hard to determine if assumption that a virtual personal trainer would help motivate these people to become more active
- ✗ User seemed happy with the simpler of the preliminary activities



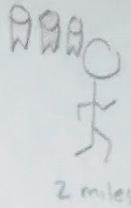


PROTOTYPE 2: FITNESS COMPETITION

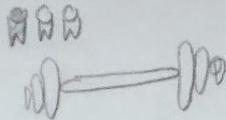
- x Idea: an application/website that virtually rewards users for accomplishing fitness goals set by themselves or by others (friends or physicians).
- x Based on assumption that people are unwilling to exercise because they are unable to conceptualize the concrete, long term goals associated with it.

We wanted to test whether people would prioritize their fitness if we gamified it and gave them tangible, short-term rewards when they achieved their goals or won competitions.

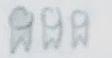




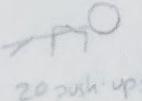
2 miles



40 reps



50 sit-ups



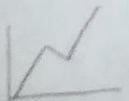
20 push-ups



3 miles



10,000 steps



Score: 10 361



Running

3 miles/
day

20 miles/
week



Biking

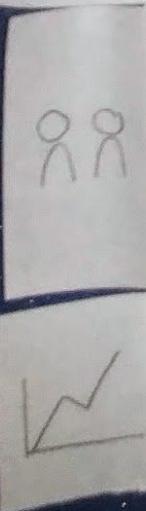
2 miles/
day



Steps

300 /
week

1000 /
lifetime



New Challenges

Challenge from Nicole! 300 pts

Let's see who can run

3 miles fastest!

ACCEPT

REJECT

Current Challenges

Sean

800 pts

Let's see who can swim
1000 yards first!

You: 3472 / 10 000

Sean: 12 / 10 000

Natalie

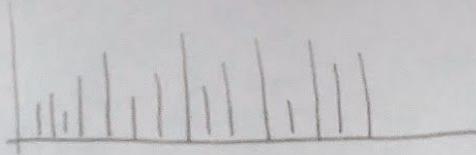
750 pts

Who can run the most
Spartan races this month?

You: 1
Natalie: 4



Running (miles/day)

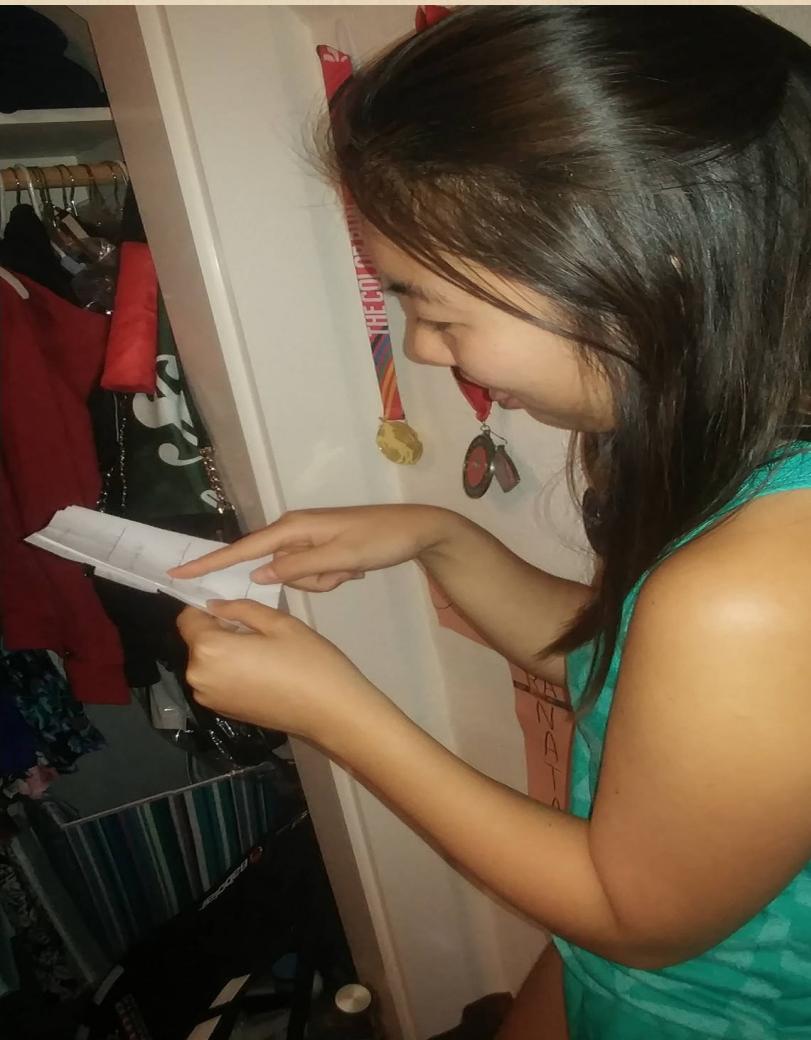


Swimming (yards/day)



Biking (miles/day)





PROTOTYPE 2: FITNESS COMPETITION

- x Do you think being confronted by your statistics every time you open this app be more likely to motivate you or de-motivate you from exercising? Why?
- x What do you think of the features that are included? What do you like or think is lacking? Why?
- x Do you think that this app would affect the way you would work out/motivate yourself to work out?
- x What features would you be looking for that this currently doesn't include?



PROTOTYPE 2: FITNESS COMPETITION

- x Users liked the app in general!
- x people (surprisingly) didn't like having a score, but were very motivated by the idea of challenging their friends and trying to beat them in various competitions
- x liked the idea of tracking their own personal fitness history, but thought that the current format was confusing
- x Overall, people preferred simplicity instead of complicated, even if a complicated version included more features..



PROTOTYPE 2: FITNESS COMPETITION

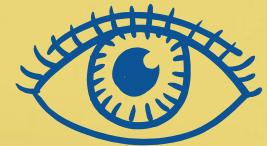
- From our discussions, it seemed like our assumption was valid; people seemed to be more motivated to work out if they had a way to gamify and reward their motivation.
- x new assumption: in general, people want to exercise and improve their fitness, even if they don't currently prioritize it in their life





PROTOTYPE 3: FITNESS VR

- x Idea: a vr headset that would allow you to select a location/mode and track you as you run in treadmill or any other fitness activity
- x Based on assumption that people can find exercise uninteresting.









PROTOTYPE 3: FITNESS VR

- x Assumption validated: Users felt VR approach does lead to being more motivated
- x Prototype was difficult to test
- x Our users informed us that our descriptions sounded wonderful, however, our experience prototype is too rough to invoke the emotions we believe a functioning product would
- x Technical limitations of VR headset



AND THE
WINNER
IS...



BEST PROTOTYPE: FITNESS GAMES

- x Most successful in achieving desired solution and most positive feedback
- x has elements of the other two: adding some incentives, making exercise more exciting, and the personalized challenges effectively act as a virtual personal trainer.
- x most technically feasible and most widely accessible to our users.



THANKS!

Questions?

