

Concept Document

Fontys University of Applied Sciences

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Introduction

This document serves as a comprehensive overview for our university passion project. Our group name is "MiMa", and we are developing an innovative app. Our project focuses on creating a platform that facilitates connections for individuals seeking a gym buddy with whom they can work out.

Within this document, we aim to provide a detailed presentation of our concept, offering insights into the context and key findings. We'll walk you through our ideation process, allowing you to understand the evolution of our concept. Visual representations will enhance comprehension, offering a glimpse into the design and functionality of our proposed app.

This document is tailored for our instructors, peers, and potential users who share an interest in our project. By perusing this material, readers can gain insights into our vision, progress, and the upcoming iterations we plan to implement. We invite you to explore our journey as we work towards creating a meaningful and impactful solution for those seeking fitness companionship.

1. Guidelines

2.1. Profile Setup

- Start by creating an comprehensive profile that showcases your fitness interests, goals and preferred workout activities.

2.2. Workout plan submission

- Ensure that the submission is complete by filling in the following details
 - Title
 - Craft a brief descriptive title for the workout buddy profile.
 - Profile picture


- Upload clear and relevant profile picture that represents you in a fitness context.
- Fitness preferences
 - Specify you preferred workout activities, fitness level and any other relevant preferences.
- Availability
 - Indicate your availability, helping potential buddies find suitable times.
- Goals
 - Share your fitness goals.

2. Main Findings

2.1. Personas

In order to better understand our primary user, visualize them, and, most importantly, assist them in resolving their primary issue with our product, we constructed personas. Thus, this persona represents people that are fitness enthusiasts but often find it difficult to keep their motivation or to align schedules with their workout partners.

First Persona



SELINA MARLEY

- 21
- University student
- Dutch
- Eindhoven, Netherlands

Bio

Selina is a 21-year-old university student in the Netherlands. Gabriela works a part-time job on the weekend to earn extra money. She enjoys playing tennis and exercising overall and also enjoys all types of social events. She has trouble motivating herself to go to the gym and often wants to go with a workout partner but her friends are always busy. Gabi wants to try a workout partner matching app to help with her motivation.

Motivation

- Get fit before summer
- Stop making excuses to not go to the gym
- Find a consistent workout
- partner with the same goals as her

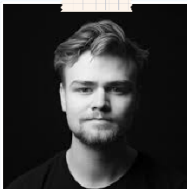
Frustrations

- Loses motivation within days of starting going to the gym
- Struggles from keeping up with her workout partner's schedules
- Struggles to find a consistent workout partner

Wants & Needs

- Follow a healthier lifestyle
- Keep a consistent gym schedule
- Have fun while being in the gym

Second Persona



MIRON VASILEVSKI

- 29
- Software Developer
- Macedonian
- Eindhoven, Netherlands

Bio

Miron is a 29-year-old Software developer. He has passion for coding and designing. When he's not immersed in the world of programming, you can find Miron hitting the gym but he often wants to go with a workout partner, but his friends are always busy. Miron wants to try a workout partner matching app to help with his motivation.

Motivation

- Get fit before summer
- Stop making excuses to not go to the gym
- Find a consistent workout
- partner with the same goals as her

Frustrations

- Loses motivation within days of starting going to the gym
- Struggles from keeping up with her workout partner's schedules
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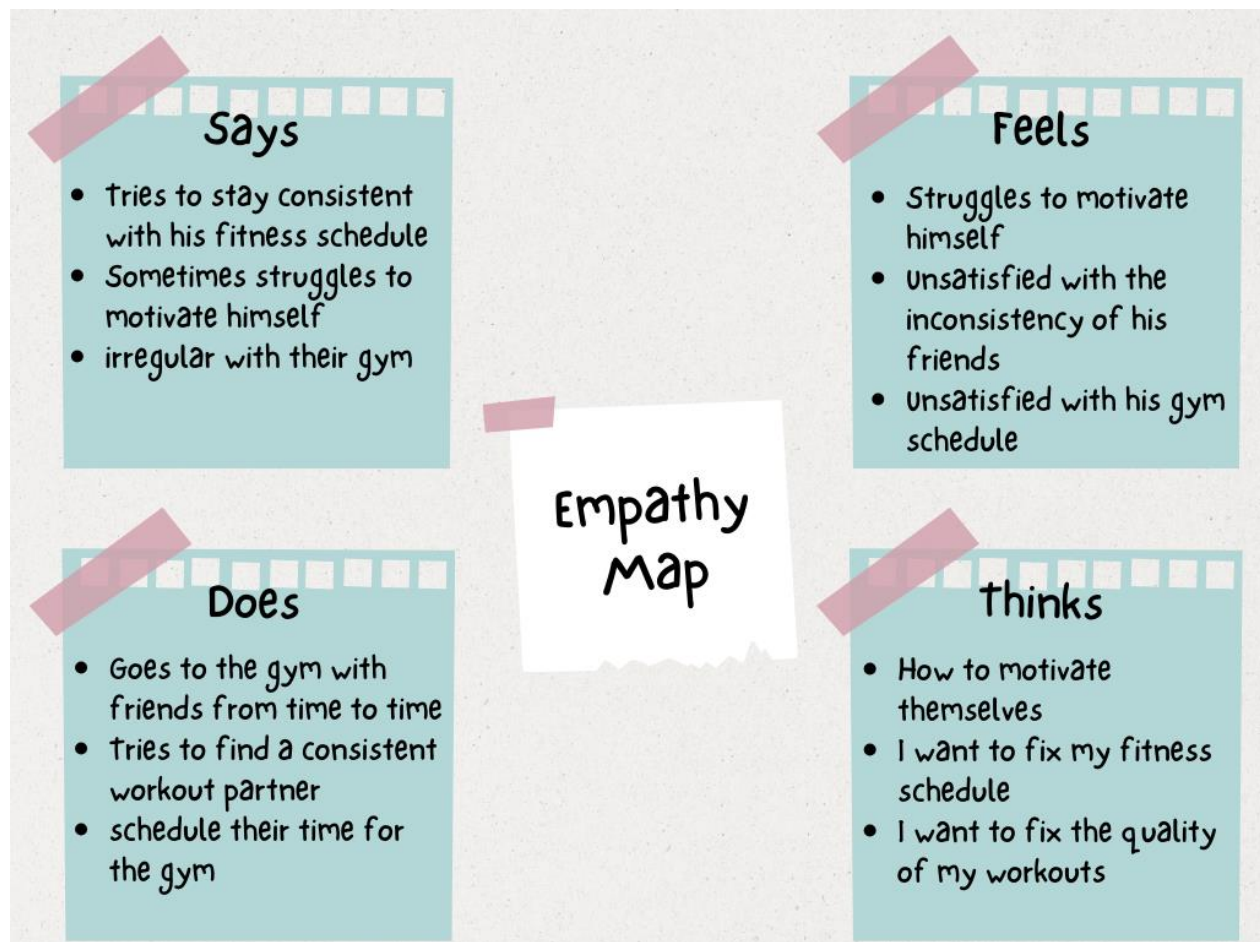
Wants & Needs

- Follow a healthier lifestyle
- Keep a consistent gym schedule
- Have fun while being in the gym

2.2. Empathy Maps

Our team thought that the best way to present the findings of our survey and interviews is using an empathy map. We were able to summarize the major issues we need to address using the empathy map. It revealed to us the user's perspective on the issue at hand. Additionally, we gained a deeper knowledge of the user's attitudes toward digital substitutes. Because of that, we now have a general concept of how to approach the challenge at hand—creating a dynamic, enjoyable, and simple-to-use digital substitute.

Empathy map



2.3. User Journeys

We created a user journey for our target group (Fitness enthusiasts) to better understand what the user would experience when they find our platform. It displays the user's prospective course of action and their opinion on the tool. By understanding their journey, we can tailor our platform to meet the specific needs and expectations of educators, placing a strong emphasis on usability.

User journey



3. Concept Visualization

3.1. Storyboard

The next step was to see how a user might interact with our platform. For this we created a storyboard, setting up a potential scenario that would happen when a user interacts with our platform.

