

# NEIL'S DESIGN CONCEPT (Mk I)

→ Smartphone based application similar to "idle" games (shameless steal from Joshua)

→ Each workout translates into building and expanding your own virtual world

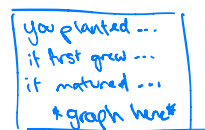
↳ User exercises → gain resources that help customize + grow unique world

↳ Animal Crossing, but with exercise

↳ Eg. 30 min run earns points to plant a forest, then they have to run 30 mins 4 more times to have the forest mature

↳ Greater consistency = more elaborate universe

→ Track history by tapping on a landmark/resource to bring up how it was earned



history of one  
exercise type  
example

→ Users can visit each other's worlds and/or trade resources for social aspect

↳ Add friends, manage friends list, create communities/groups (ie. "clans")

↳ Virtual community events (stealing from Joshua again)

↳ Individual and group-based (ie. compete vs your own group and your group vs another group à la "clan wars", and also everyone vs a stupid hard challenge we give "mmorpg raidboss event")



What the group tab  
might look like

↳ Fosters both competition and collaboration

→ Include "smart scheduling": users input their day-to-day schedule and the app generates workouts + times they can be completed.

↳ Reinforcement via notifications like "Your forest needs more trees!" etc.