

Ideation Phase

Brainstorm & Idea Prioritization

COLLEGE CODE : 6122

COLLEGE NAME : SENGUNTHAR COLLEGE OF ENGINEERING

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Brainstorm & Idea Prioritization:

Topic or problem:		Team:		Notes:		
How might we improve our mobile app so gym members have a delightful experience?		<ul style="list-style-type: none">Product teamUX design team		New data indicates that there is a decline in app downloads from new gym members.		
	Yang	Oscar	Rachel	Preston	Billy	Grace
Round 1	<div>Add an Android version</div> <div>Yang's first idea</div>	<div>Add a social element to the app</div> <div>Oscar's first idea</div>	<div>Have a section that helps gym goers find a gym buddy</div> <div>Rachel's first idea</div>	<div>Location tracking, tells you how long you spend at the gym automatically</div>	<div>Have a leaderboard for people who have set gym records</div>	<div>I think it would be important to make the gym a judge free zone. Maybe we can help with that in the app?</div>
Round 2	<div>Provide an incentive if they download the app</div>	<div>Users can post pictures and videos so other gym members can see them</div> <div>Yang's idea after reading Oscar's idea</div>	<div>A lot of people go to the gym to meet people, maybe there could be a way to have your profile public</div> <div>Oscar's idea after reading Rachel's idea</div>	<div>Phones can track how many steps you take</div> <div>Rachel's idea after reading Preston's idea</div>	<div>Let's just require members to get the app</div>	<div>We could fine anyone that participates in body shaming</div>
Round 3	<div>Rewards program</div>	<div>Users can post comments/like on Instagram and Facebook</div>	<div>Have a QR code scanner feature for people to add friends to their gym network</div> <div>Yang's idea after considering the ideas above</div>	<div>Have a news feed with gym announcements</div> <div>Oscar's idea after considering the ideas above</div>	<div>An option to send a video of lifting weights to a trainer to get help on improving form</div>	<div>Gym-rat free zone!</div>
Round 4	<div>Referral program</div>	<div>App users should be able to share music and playlists they like</div>	<div>Each treadmill should have a QR scanner that can scan your app to do something</div>	<div>Have a "Member Moment" with gym members</div>	<div>Create a technology that virtually gives feedback in real time using a phone's front-facing camera.</div>	<div>There needs to be a better way to collect member's data</div>
Round 5	<div>If a member uses the app a certain amount of times, they get a free protein shake</div>	<div>The app could have an integration with Spotify and Apple Music</div>	<div>Treadmills and other machines could be controlled via the app</div>	<div>Hire a content writer to write articles about the gym</div>	<div>We could just assign every new member a trainer they can use</div>	<div>We give a reward to members that input how much they lift, then we will know how strong they are</div>
Round 6	<div>The app could notify gym members when they are due for exercise-built in calendar</div>	<div>Other integrations that would be cool-Facebook, Instagram, Twitter, YouTube</div>	<div>Motivational Monday</div>	<div>New gym member announcements with their faces and a quick bio</div>	<div>Open a fight club and only app users get in</div>	<div>We could send notifications to weaker gym members so they know when are good times to go to the gym</div>