

Proposal:

Name: WorkUp

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Description:

Moving is *hard*. Between busy, sedentary lifestyles, staying inside, and the effort it takes to get going, WorkUp helps you work up to a more active lifestyle. With different types of movements for all different goals and ability levels. Whether you want to start stretching, walking, or dancing more often, WorkUp helps you get moving throughout the day with small, manageable, movements. Feeling competitive? WorkUp also allows you to connect with your friends to challenge, support, and reach your goals together through competitions that help everyone reach their own finish line.

Slogan:

WorkUp to a more active lifestyle.

Target Users:

Sedentary adults such as grad students and tech professionals working at home.

Views:

- Login/Register
 - Registration includes survey about which activities user likes
- Landing Page
 - Shows users how many points they've earned through meditation, movements, and stretches
 - Allows users to track their stats and progress towards achieving goals they've set
 - Shows active competitions and their standings they have set up with friends
- Explore
 - Allows users to search for activities or scroll through different categories.
- Favorites
 - Displays saved movements with thumbnail and description
- Friends
 - A view to add friends to your network, challenge each other, and see their stats.
- Settings
 - A view to adjust notification, privacy, and other app settings.

Questions:

Sensors used: Pedometer

APIs: FitBit

What problem/task(s) need does the application help the users address?

WorkUp promotes completing short movements throughout the day, targeted at sedentary people such as grad students and tech professionals working at home. It especially helps users see movement as less threatening by offering different types of movements and breaking away from the work out mentality which can be associated with a more unattainable daily goal. The app encourages doing short, interesting movements in order to break away from sitting for long hours and overall, take more steps (or their equivalents) throughout the day.

What four current apps on the Play Store (or other app stores, such as iTunes) would be your closest competitors? you will need to search around and try out apps to figure this out.

1. WakeOut
2. Yoga
3. Stretching Exercises
4. Aaptiv

Why will your app be better or different than the competitors?

Our app offers a greater variety of ways to move such as dancing or stretching in addition to the traditional workouts. We will also include features such as saving videos in a personal library, competing with friends on daily goals and setting challenges and daily goals and seeing your progress towards those goals.

What is innovative about your app idea? What will be particularly surprising or elegant about the concept?

The convenience of having access to videos that are promised to be short but of a wide variety is one of the main pulls of our app. Adding on the layer of seeing your streaks, progress towards goals and being able to compete with friends only adds an addictive motivational factor to the app usage.

What about your app will keep people engaged using it for a long time, even once the novelty wears off?

The streaks, daily goals and competitions are designed to be the engagement glue for this app. In addition, we can continue adding new videos at specific time intervals to keep the movements novel and fun.

What are the top potential weaknesses of your application idea and how will you address them?

The main weakness of our app is that there are a lot of workout apps and it's not impossible to use a preexisting app which has workout videos in the same way that our's is intended. However, we are hoping that the convenience of keeping our movement videos short and curated makes it even easier for our users to get moving. Rather than looking through a preexisting app and trying to find something that looks short, fun and not full of extremely difficult movements our app will lower the threat level of a short movement and make it convenient and approachable while still offering the benefit of movement, exercise and progress to the goals.

Would you be able to design, build, and test this app before the end of the semester?
We sure hope so :)

