

Milestone 2: Report

For the Storyboarding and Speed Dating portion of our project, we utilized a combination of the skills and methods learned from lecture and discussion to deduce from our user needs and breakpoints a final design idea. Our user needs being that: Students want a digital platform that will allow them to plan a variety of workouts efficiently and Students want a platform to help them stay motivated to workout. We started with a group session of idea creation - we scheduled a small room in the Ross School of Business and threw all kinds of ideas on the whiteboard as we referenced our major needs, breakpoints, and affinity insights. Using the protocol discussed in lecture, we narrowed these ideas to 8 unique storyboards that captured the majority of our major topics while maintaining cohesion.

In the initial phase of storyboarding, we discussed each story as a team and then assigned each member to draw the images for their associated stories and captions. The Friday class session revealed the issue with this method - the graphic quality and general discrepancies between each person's cartoons were too distracting to maximize feedback from our storyboards. Thus, we took what we liked most from our peers, an intelligent application of Generative AI to produce high quality graphics, to re-make our images and then get full sit down sessions.

Our sessions generally began with some brief context to our problem area and our methodology thus far, without explicitly mentioning our identified user needs or breakpoints just yet. Then, one by one, we'd show a storyboard and get initial thoughts. After hearing, we'd respond with at least one follow up regarding the user need (i.e. "do you feel like you've been in this position before"), and then based on the reaction so far, one or more follow ups regarding the proposed solution (i.e. "what do you find most compelling" "what are your concerns with this solution"). With this methodology, we conducted a series of interviews with some interviewees from our prior round of data collection and some new interviewees, and concluded by coming together and synthesizing our findings.

Through these interviews we were able to obtain a couple of findings about our potential users. Something that we noticed across the board was that all the users agreed that they struggled with finding time and motivation for their workouts, something we had previously concluded from our initial interviews. We also found that users liked the concept of having workouts added to their google calendar in order to help them continue to prioritize working out when they are busy. In regards to specific storyboards we noticed that all of the individuals we interviewed liked the concept of online gamification, with some of them identifying potential concerns with it. Participant 3 identified a potential drawback of individuals potentially not being motivated enough if the progress in the game is too slow. The other social idea of having a leaderboard seemed to really resonate with some of our interviewees, while others felt that their purpose of working out isn't to be the best, but instead just be healthy. Generally though, aside from some concerns, every user wanted some sort of social element.

From these interviews, we were able to determine that there was a strong theme among users to have a highly customizable app that adapts to individual workout preferences of length and type of exercise. We believe, based on this data, that the ideal solution will be to combine social, gamification, and personalization elements to meet all of our user needs.

Our final design will consist of a couple of features. Our first element will be a page of crowdsourced sets of workouts that users will be able to filter through. Any verified user will be able to upload a workout to this page along with descriptions of the workout and how they have found it useful. With this information, users will be able to filter by age, demographics, workout type, and time needed to complete the workout. Secondly, we will have an element where a user can choose to set up google calendar integration where workouts will be automatically added. They can choose to have random

workouts show up based on their availability, or have it auto-populate every week if they already have a set of workouts they want to do. Finally, we would also have a gamified element to our application that users can choose to participate in if they are interested. In this game your goal would be to continue to pass levels, and in order to do so you would have to beat “bosses” and collect gems and coins for upgrades. There would be a public ranking posted of the top 10 players, which will allow those who want competition to feel motivated to be first. With this design, we will be able to meet the needs of most of our users and address the major issues they face with working out in college.