

Storyboards

Students want a platform to help them stay motivated to workout



Bob wants to workout and lose weight but he lacks motivation



He discovers an app that accumulates money for certain amounts of calories burned

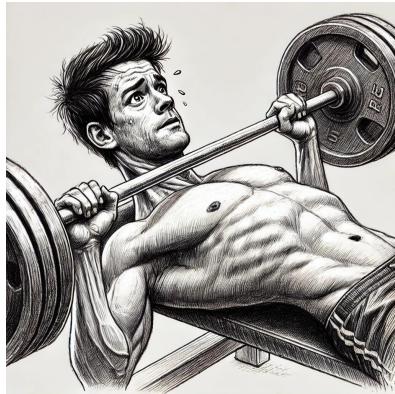


6 months later Bob has lost 30 pounds, enjoys working out, and can afford his coffee with his calories burnt

Q1: Would you be incentivised by this sort of system to workout more?

Q2: How much money would it take to incentivise you in this manner?

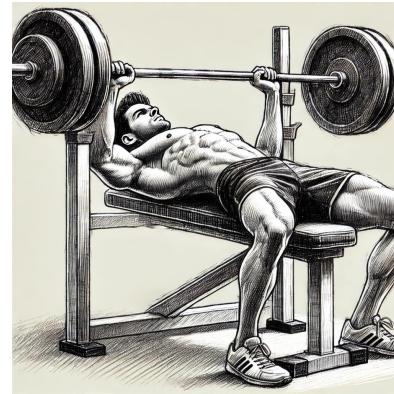
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Steve has been stuck at the same weight on bench and doesn't know how to beat his PR



He discovers an fitness app that allows him to beat bosses for each PR he attempts and gain rewards from them

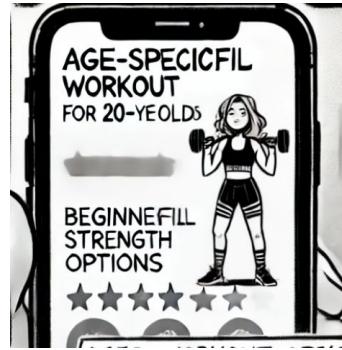


A month later, he has improved his PR by 15 lbs and has gained more muscle in the process

Q1: Would making progress through a set of bosses incentivise you to work out more?

Q2: Do you see any issues with integrating this into your routine?

Students want a digital platform that will allow them to plan a variety of workouts efficiently



Ava is a runner and is new to strength training, she doesn't know where to begin

Ava goes on her app that shows age specific workouts based for strength training

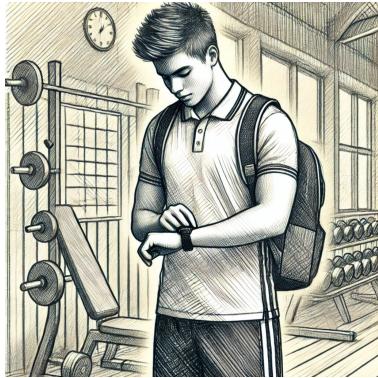
Ava picks a beginner strength workout and starts off with dumbbells

Ava likes the workout and adds it to her list and feels more comfortable in the gym

Q1: Would you use the workouts recommended by this app?

Q2: Do you have any concerns with using this to get more comfortable in the gym?

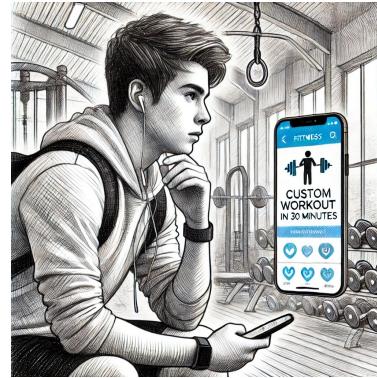
Students want a digital platform that will allow them to plan a variety of workouts efficiently



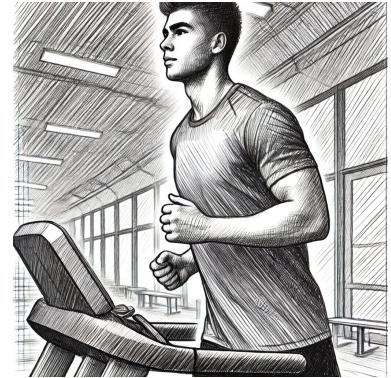
Jack goes to the gym and is planning to workout for 2 hours with weights



20 minutes in, Jack realizes he has a meeting in 1 hour



Jack goes on his fitness app and creates a custom workout that he can complete in 30 minutes



Jack is able to run on the treadmill and complete a 30 minute run successfully

Q1: Would making progress through a set of bosses incentivise you to work out more?
Q2: Do you think that you would use this often?

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Joyce has had a busy week with school and her online job, so she forgot to set aside any time to exercise



A Google Calendar invite is automatically created and placed in Joyce's calendar for her to plan around



Joyce then mentally blocks her time better so that she gets all of her work done before her planned workout



Joyce successfully exercises with her run and doesn't feel stressed about her work

- Q1: Would clearing time on your schedule with an automated Google Calendar invite make you more motivated to work out?
Q2: Do you see any issues with connecting this to your Google Calendar and scheduling for you?

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Brad is on the way to the gym, but he is bored of his current routine and wants something new



Brad opens his phone and scrolls through workouts done by other users sorted by demographic



He finds a workout that is new and exciting to him



Brad has a blast at the gym and adds new exercises to his routine from anonymous23's plan

Q1: What are your thoughts on this solution?

Q2: What are you concerns when looking for workouts within your demographic?

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Calvin isn't motivated to do his workout today.

Calvin checks his phone and sees a notification that his gem count will go up if he does a leg workout today

Calvin is motivated to workout by his virtual village

Calvin's workout is successful and he had a good time at the gym

Q1: What aspects of the this game do you find compelling?

Q2: Have you been in a similar situation before in terms of motivation?

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Connor is getting ready for his workout and he is not motivated.



He checks the leaderboard and sees that he is ranked second locally.



By seeing second place he is motivated on his way to workout



He focuses more on the details of his workout and is able to break PR's at the gym

Q1: Would being part of a leaderboard incentivize you to work out?

Q2: Can you share any potential concerns with this solution?