Learning about

# Fitness Lifestyles

Team 5 — VR/AR x Edu



# **Our Team**



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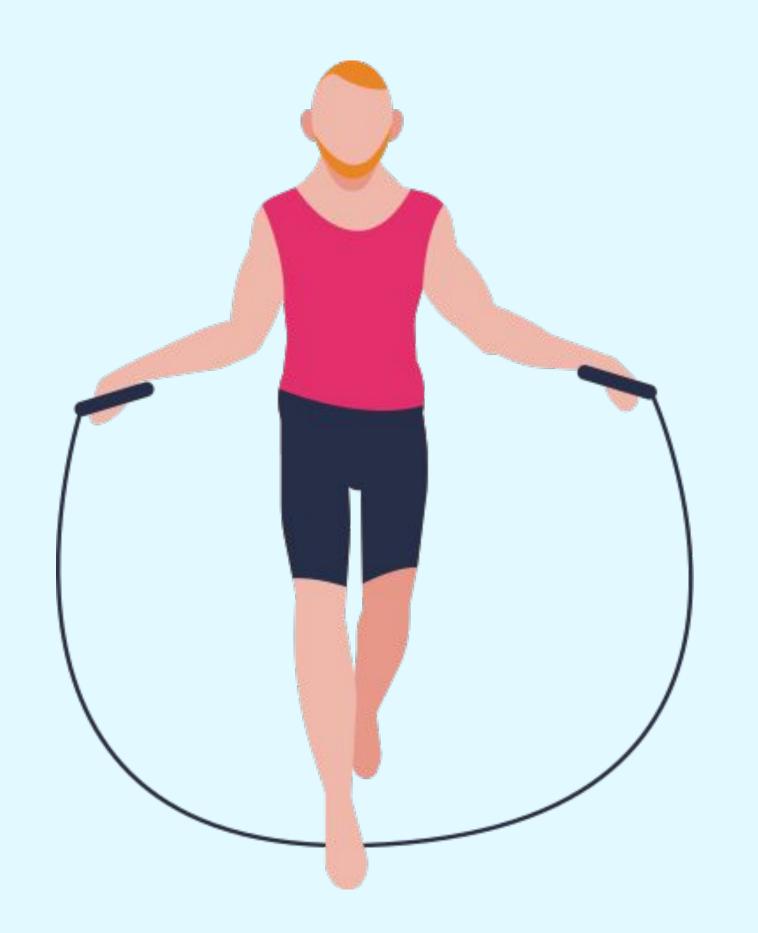


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Computer Science
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Long Island, NY



# Our Focus: Fitness





Through our interviews, we seek to...

Explore the POVs of people who come from varying experience & commitment levels

# Interviewee Selection

Areas of improvement: Age, Gender



### **College students**

Workout beginner

Frequents spin classes and loves to workout

College triathlete who has run competitively

Values
workout
regimen but
travels a lot

## Meet Our Interviewees

### **Amanda**



21 year old asian female

@ Dartmouth

College triathelete

Sunnyvale, CA

### Khalil



19 year old black male@ Howard UniversityWorkout beginner

Queens, NY

### Nikki



19 year old hispanic female

@ UC San Diego

Loves spin classes and loves

to workout

Palo Alto, CA

### Kenza



21 year old white female
@London College of Fashion
Loves workout classes & travels
a lot

Germany

# Guiding Questions





- What is your workout regimen?
- How do you hold yourself accountable with your fitness routine?
- If you had a magic wand, what would you wish for?
- Any frustrations with fitness?
- How long have you been working out?
- What was it like when you went to the gym by yourself for the first time? What did you do?
- Do you use any tools, tricks, or apps to help you work out?

"In high school, there were never any moments where I gained the willpower to go to practice and there was no one there."



#### Say I felt like I was In high school, there were never scammed any moments because the where I gained the The culture on team was all willpower to go to the team isn't white practice and there quite like my was no one there group of friends It costs a lot I'm a very of money to social runner do triathlon

#### Amanda Feel Do Feel Quit the team Runs less Has to run Feel lonely at discouraged her freshman mileage than slower when practice when I year, but when I shows in high running with rejoined her up to practice don't connect school friends junior year and no one is with my there teammates Runs alone Only attends when she a few Feel annoyed triathlon doesn't Feel less by the effort it attend practices a confident when I takes to find practice week fall behind in friends to run practice with

**Think** 

It is hard to

find people

who run at

my pace

It's not worth

the effort to

try to get

friends to join

me

Triathlon should

be more

accessible to

POC and people

without prior

experience

Difficult to

motivate myself

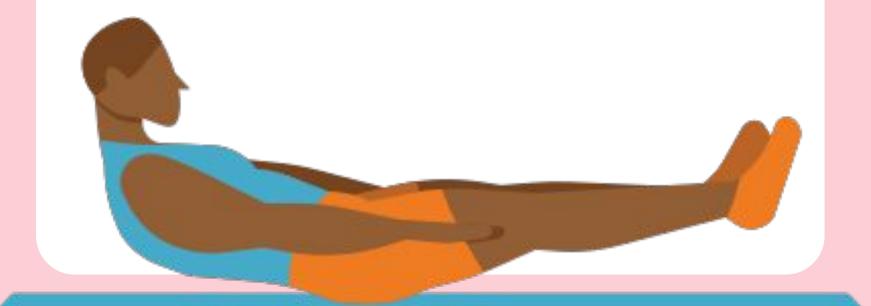
in college to

meet my fitness

goals

"My motivation definitely takes a hit while I keep waiting for results. I'll always feel more motivated for things that provide you with that level of instant gratification."

# Khalil



"The first few times I went to the gym alone, there was always this sense of anxiety."

"Now the reason why I don't like the gym is because it get's crowded during midday and I don't like waiting for machines. I'd rather go home."

> "It kind of raises your anxiety and fear level and then your always thinking to yourself 'Oh what if I'm doing this wrong?"

#### Say

"If you're going for your first time, there's this assumption that 'Oh the people here at the gym have been here a 1000 times, they know what to do".

> "Oh, what if I'm going to the gym, I see someone next to me, and they're lifting 300 pounds in weight, but could only lift you know 10 pounds or something like that."

"There is a gym etiquette"

> "It's just like I been in the gym for a week, and I don't see any gains, Yeah, ready to quit this."

"I will always be more motivated for things that really provide you with that level of instant gratification, like for example with consistency. MMOs."

> "I realized that keeping it [working out] lowkey also allowed me to quit easier"

"I think I would really enjoy having a partner if I could find someone with the same fitness goals as me."

Thinks that the hardest part about working out is the

Thinks that he can do any activity over and over again if there's a feeling of instant gratification to go along with it.

> Telling people that he's been working out now holds his accountable.

#### Think

If he knew a family member or friend who has the same fitness goals as him, he would enjoy working out with them as a partner instead of solo.

> Believes that once he begins to see some results, he'll gain a boost in motivation.

People at the gym are always judging how he works out, uses equipment etc.

Seems to believe this time will be different. Having others hold him accountable makes it harder to quit.

> Going to the gym, instead of home, actually forces him to work out. More accountability needed.

#### Uses an app called 'My Fitness Pal' to keep track of calorie intake.

Goes to a forum called 'Bodybuilding Forums' to find quick answers.

Follows a TikToker named 'JPG Coaching'.

#### Do

Uses his notes app to keep track of how much weight he's lifting.

gym alone.

Set a goal to work out everyday for a month straight.

Goes to the

Has been telling everyone he can that he's working out now.

Focused on only weightlifting right now.

Eats before and after the gym to reach calorie intake goal.

Drives 20 minutes to get to the gym.

### Khalil

Anxiety about how to properly use machines early on.

Embarrassment when comparing himself to others at the gym.

Unmotivated because of the lack of results in such a short time.

### Feel

Impatience over waiting for crowded machines.

Insecure with his body image.

Feels like he has to actively force himself to go to the gym.

Wants people to be able to notice that he's been working out.

Feels a community with the people who use the forums, but still wishes he could have a more in person community or partnership.

Feels alone in his workout journey not knowing anyone close who's on the same path.

Wants to be held accountable in staying consistent.

"I've taken a lot of SoulCycle classes and sometimes I see some riders crying because they get really in the zone, emotional, and vulnerable."

# Nikki



### Say

the atmosphere riding indoors is very different than riding outdoors indoors=dark room which added a layer of intimacy, blasting music, space to express yourself and get more in the zone, emotional & vulnerable.

outdoors=middle of the day, had to wear headphones

there's one specific song called soulful after the weight component that instructors will usually choose bc the lyrics have a lesson, instructor will say a message which draws out a lot of emotion in riders to reflect internally

it's hard to get into soulcycle because you ride to the beat. so new riders/ those who aren't as musically inclined don't realize that

soulcycle of highincome

pain points would be instructors who don't ride the whole class; they sometimes walk around the class which can be diff for riders to follow the beat bc it's easier to mirror a professional.

attracts a lot customers

#### **Think**

has a really positive and high perception of soulcycle

that other riders have as high of a perception of soulcycle as she does

thinks that she has a really strong community of coworkers and instructors that she can ride with

bringing out soul & emotions in a workout is as important as the workout itself

### Nikki

#### Do

builds relationships with the instructors and see their personalities outside of class

> fell in love with outdoor classes but fell more in love with indoor classes bc of its immersive nature

> > she notices who the new riders are right when they walk in the room, so she helps them by doing a thorough walk through o how to ride the bike, clip in, 1st/2nd/3rd position.

takes a lot of soulcycle classes

> notices that sometimes riders start crying in class during the "soulful" part of the ride where instructor speaks a message and riders reflect internally

the best ride that brought a lot of emotions out of her was one time riding with all her co-workers: blasting music, singing the songs connecting with co-worker instructor, and reflecting

with herself

connects with coworkers and takes classes with coworkers in which she feels more bonded with them sharing the intimate experience

> works at the front desk at soulcycle, checks in the riders, gets them shoes, water, greets them

has to deal with negative customers, especially with regard to the pandemic (mask mandates. switching from outdoor -> indoor classes)

played soccer her whole life and started soulcycle (then later working there) during the pandemic when there was nothing to do but she wanted an outlet like soccer. soulcycle became that for her

tries to be and

wishes she could be

more positive and

supportive towards

the riders, and

connect with them

more

riders

#### Feel

the lower numbers of riders since the pandemic

empathetic towards new

frustrated at

love towards instructors & coworkers, especially bonding during classes

> motivated by instructors with real&personal stories as well as inspiring messages

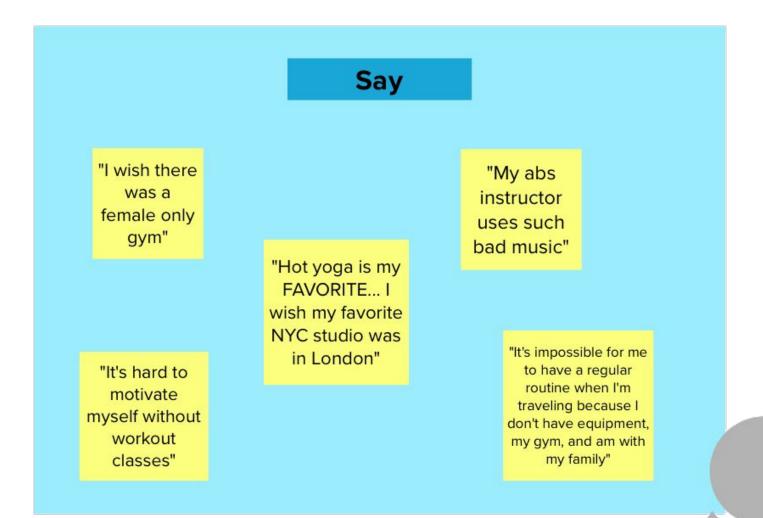
very passionately about the benefits of soulcycle

emotive and vulnerable during rides

"It's impossible for me to have a regular routine when I'm traveling because I don't have equipment, access to my gym, and am with my family"

# Kenza





#### **Think** SoulCycle & Barry's should be Primary Workout classes motivation for more affordable or (especially the working out is to have a ones at her feel better in her membership to be gym) can get body and tone able to go more too repetitive up frequently Her ideal 30 min. is weekly workout not enough schedule is 4-5x for a cycling HIIT-based hot class yoga + cycling classes



#### Feel Loves working Socially out because it's Intimidated awkward at the one time of by the the gym the day where without machines at she can work on guidance the gym herself SoulCycle is fun because of the Cycling dark classes at her environment, gym aren't lights, and fun the best music

### Tensions, Contradictions, Surprises

### **Tensions**

hard for new riders to get into it because vou're supposed to ride to the beat, can take a bit of patience and practice

classes not having immersive

wearing masks while riding

Lots of effort to find people to work out with

Feels socially awkward at the gym-doesn't know how to use equipment

> Consistently searching for instant gratification.

as many riders are pre-pandemic so room isn't as full, perhaps not as

> riders aren't as expressive and in the zone outdoors versus indoors

Hard to find a community that feels inclusive

> Anxiety and fear first time alone at the gym.

Workout

classes are

\$\$\$

Not all cities

have the

same access

to workout

classes

Can't help comparing himself to others at the gym.

### **Contradictions**

riders seem to look more in the zone and expressive/ vulnerable indoors, but after moving outdoors -> indoors they received many customer complain calls. different aspects of outdoors & indoors that riders like and dislike

Chooses to work out at the gym, but would prefer to work out at home.

Prefers working out with other people, but usually works out alone

Works out solo, but wishes he had a partner.

Takes workout classes for variety but still doesn't feel like there's enough of it

### **Surprises**

classes not having as many riders are pre-pandemic so room isn't as full. perhaps not as immersive

Competitive athlete but struggles to work up motivation

Has had multiple attempts to start working out, but quit before any results each time.

TikTok has played a major role. Relying on info found there, but also inspired by people's transformation videos.

If he could get surgery to get his dream body, he would do it.

Some instructors use bad music and that affects their workout

**Regimen Accountability** 

**Regimen Accountability** 

Social/Community

**Regimen Accountability** 

Social/Community

**Economic Accessibility** 

**Regimen Accountability** 

**Social/Community** 

**Economic Accessibility** 

**Locational Accessibility** 

# Moving Forward

### How might we...

mimic community-based fitness without the high fees?

### How might we...

help people stay committed to their workout regimen no matter where they are in the world?

### How might we...

replicate community through digital and immersive experiences?

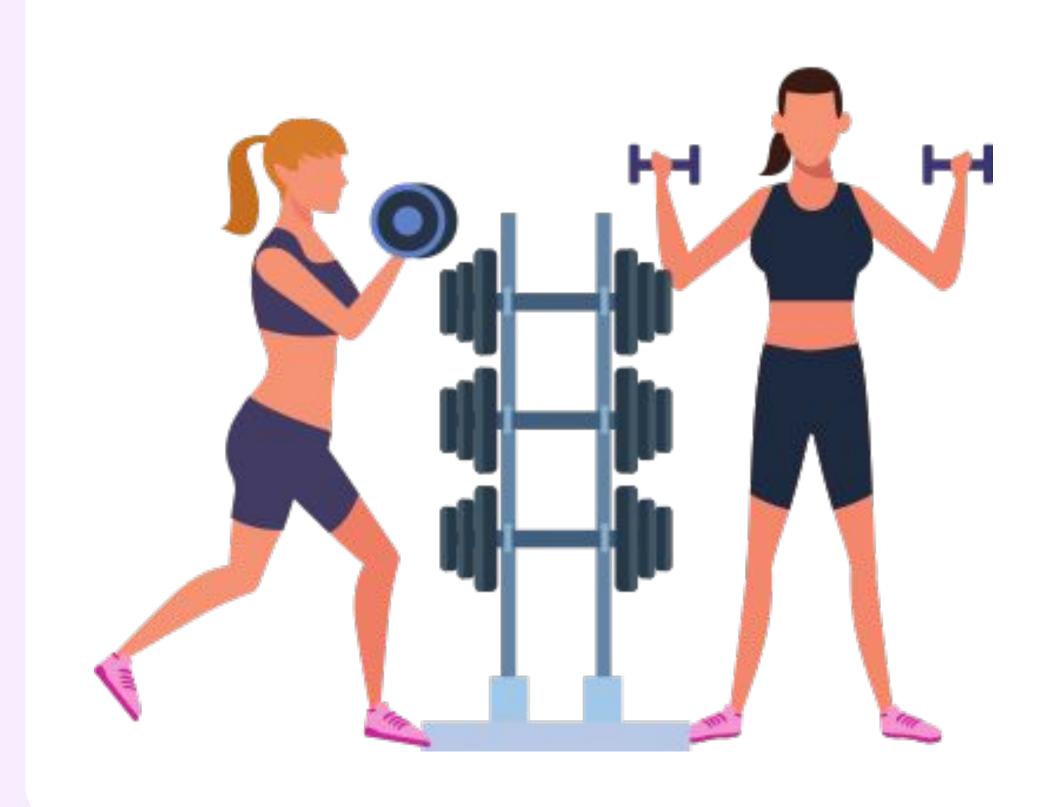


- We talked to 4 interviewees of varying experience levels about their workout habits
- A commonality that we discovered among the interviewees was that they all appreciate the social aspects of working out.

# Next Steps

- POVs
- Generating more HMW statements
- Diversify
   participant age &
   gender with
   additional
   interviews
- Brainstorm





# Thank You!