



Learning about

Fitness Lifestyles

Team 5 – VR/AR x Edu



Our Team

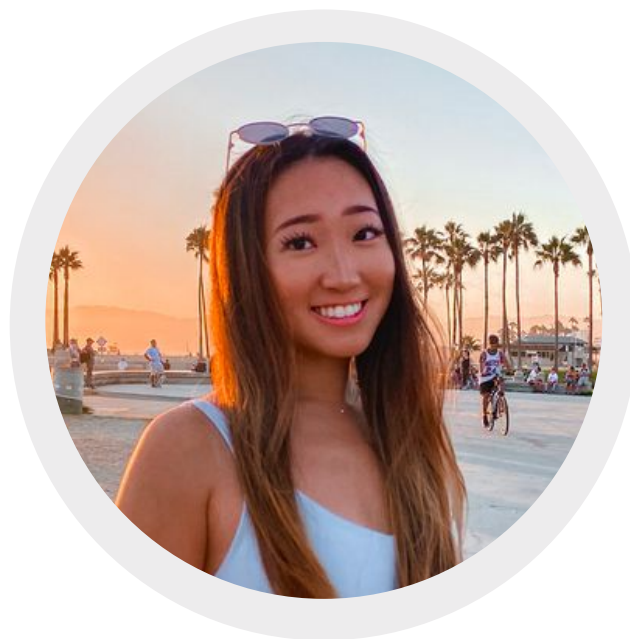


Rachel

Computer Science

Junior

Fairfax, VA



Melinda

Computer Science

Sophomore

Atlanta, GA



Chloe

Product Design

Senior

Los Angeles, CA



Shimea

Computer Science

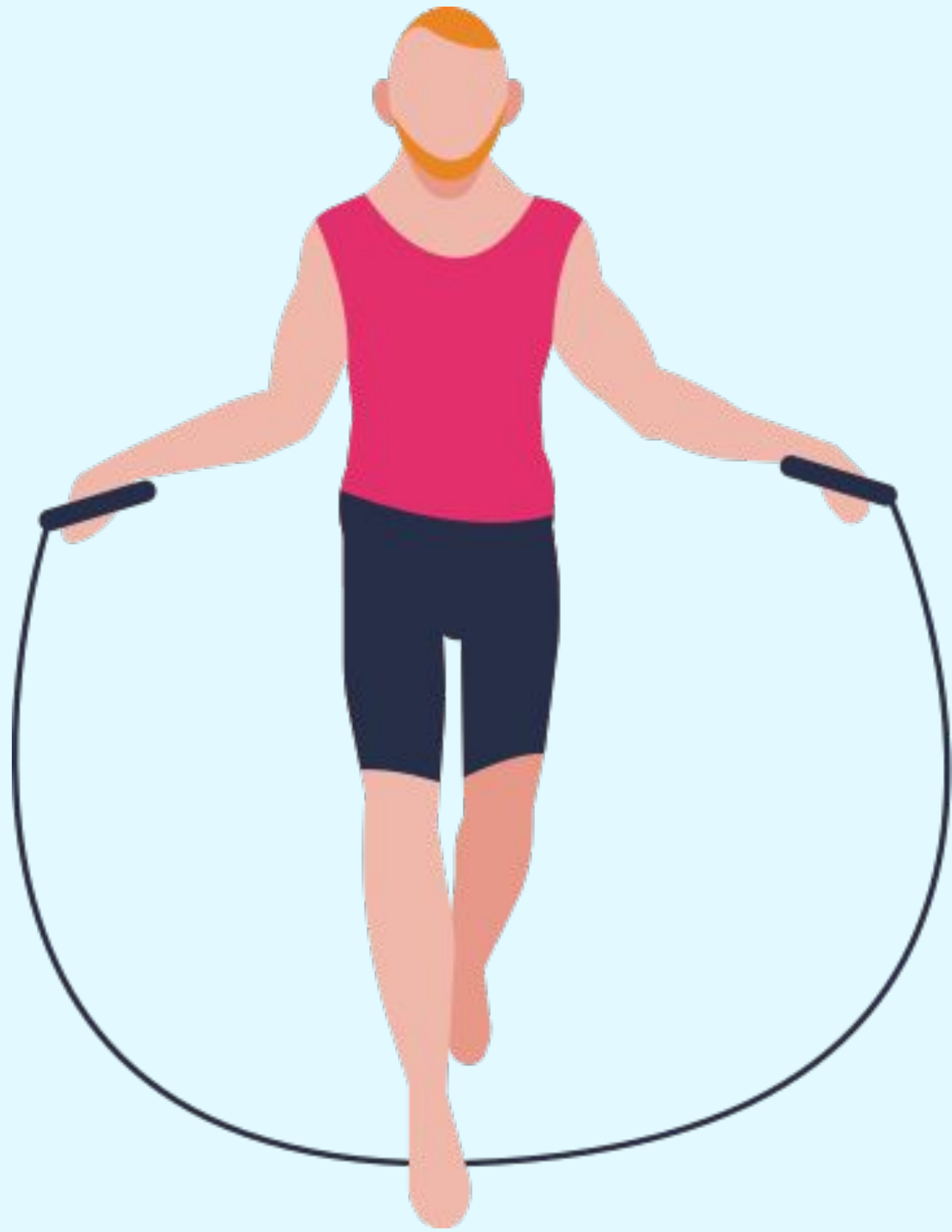
Junior

Long Island, NY



Our Focus: Fitness



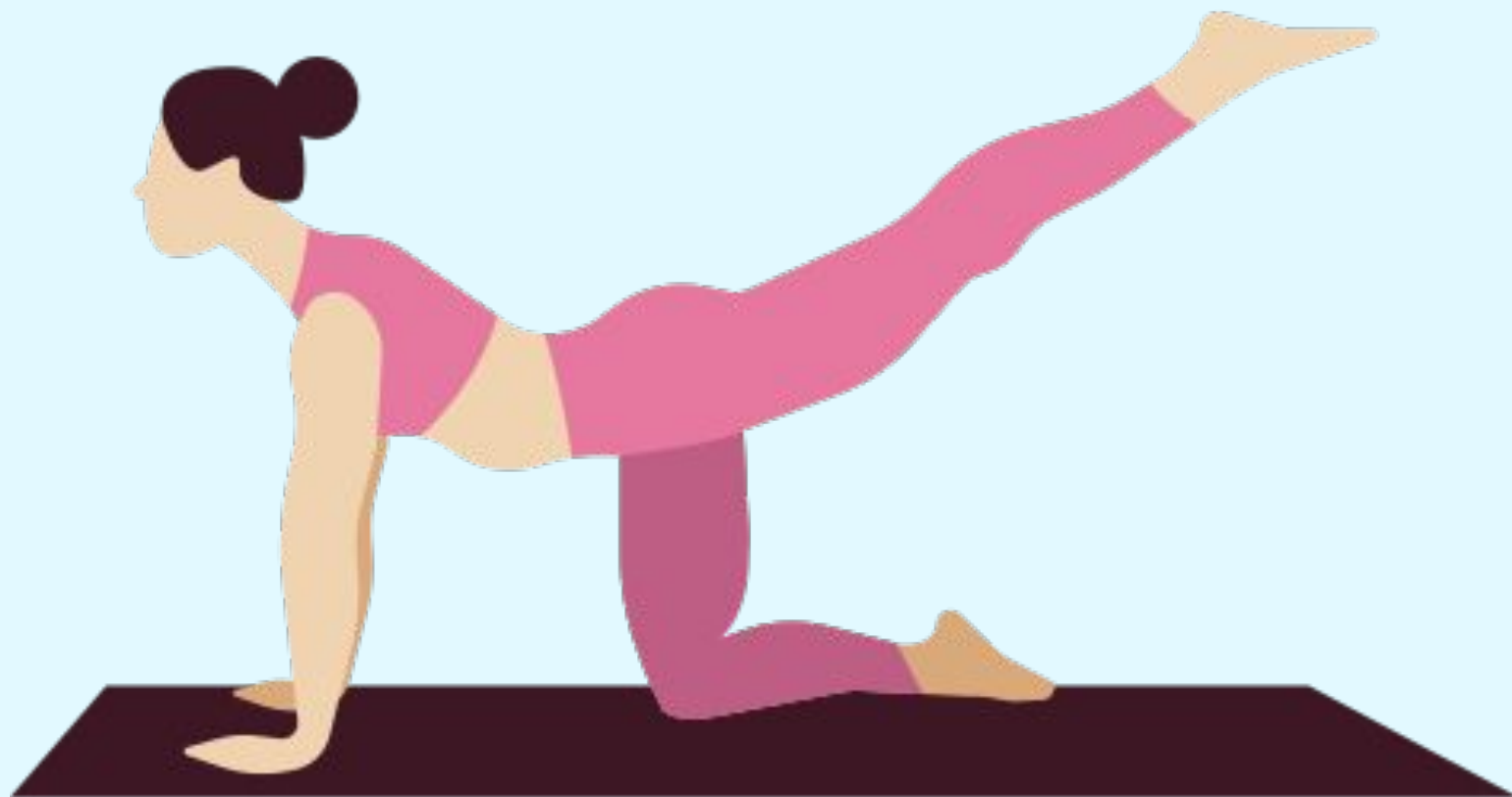


Through our interviews, we
seek to...

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

Interviewee Selection

Areas of
improvement:
Age, Gender



College students

**Workout
beginner**

**College
triathlete who
has run
competitively**

**Frequents
spin classes
and loves to
workout**

**Values
workout
regimen but
travels a lot**



Meet Our Interviewees

Amanda



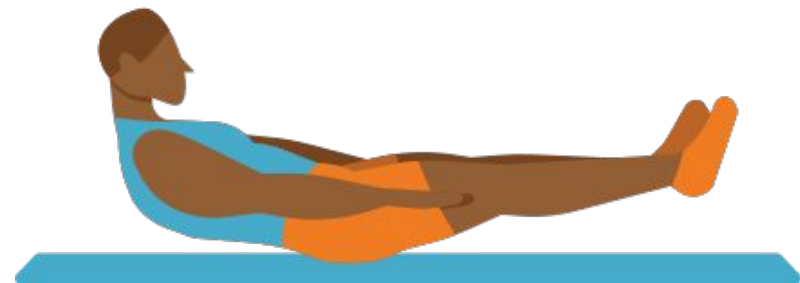
21 year old asian female

@ Dartmouth

College triathlete

Sunnyvale, CA

Khalil



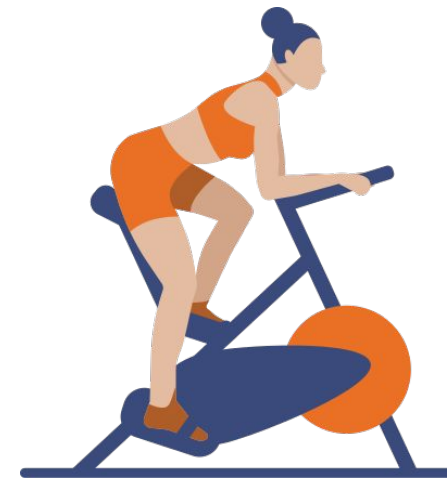
19 year old black male

@ Howard University

Workout 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

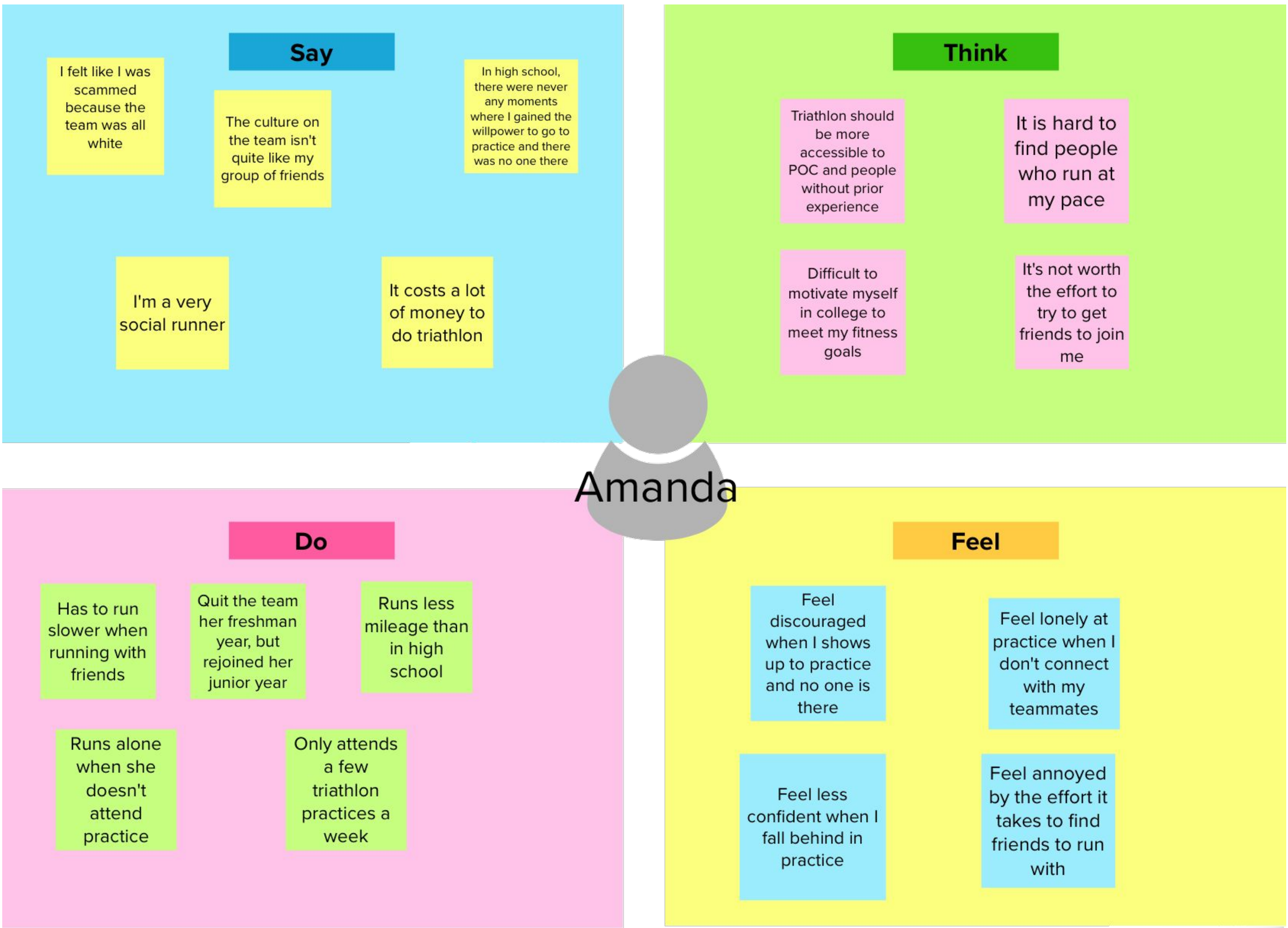


- What is your workout regimen?
- How do you hold yourself accountable with your fitness routine?
- If you had a magic wand, what would you wish for?
- Any frustrations with fitness?
- How long have you been working out?
- What was it like when you went to the gym by yourself for the first time? What 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."**

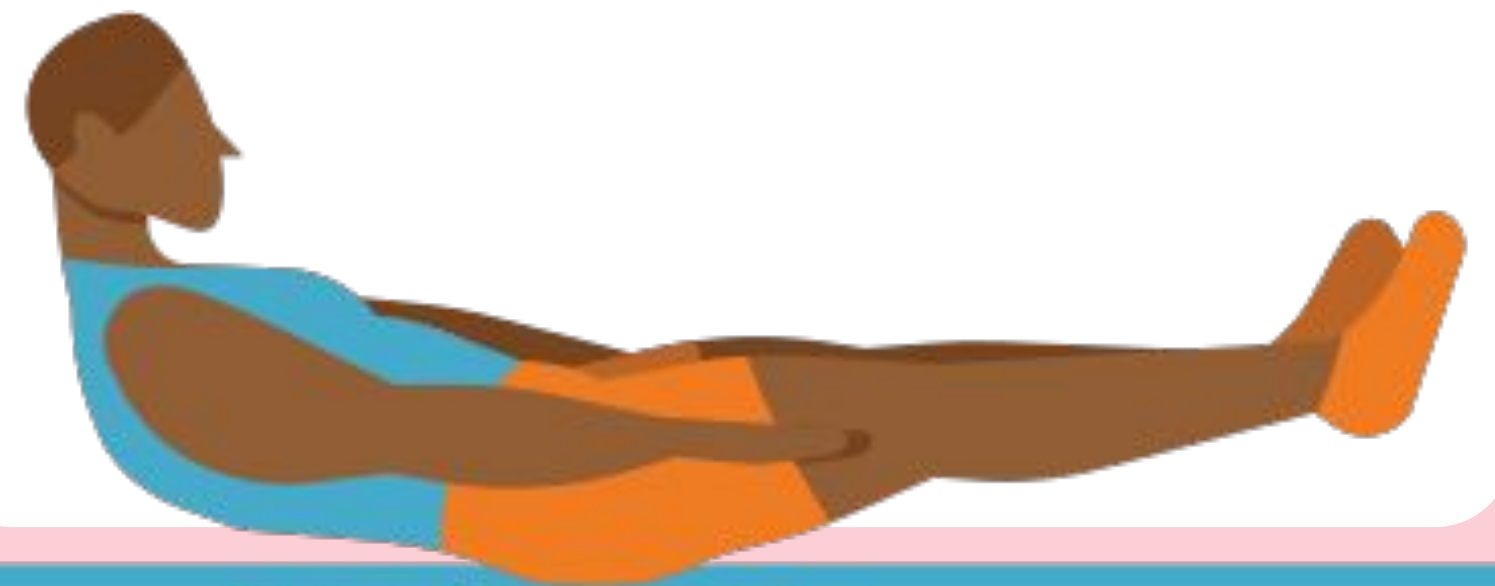
Amanda

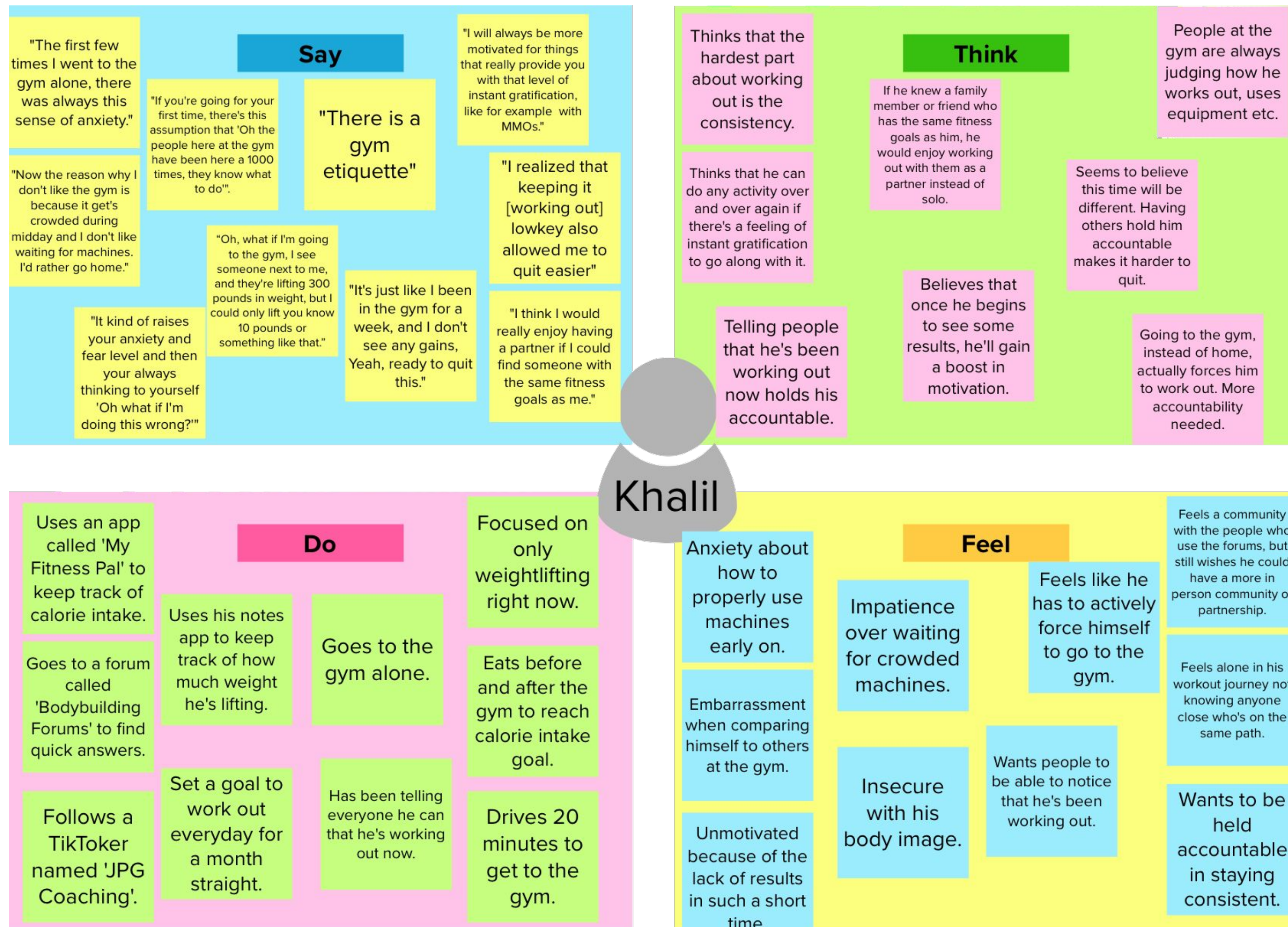




“My motivation definitely takes a hit while I keep waiting for results. I'll always feel more motivated for things that provide you with that level of instant gratification.”

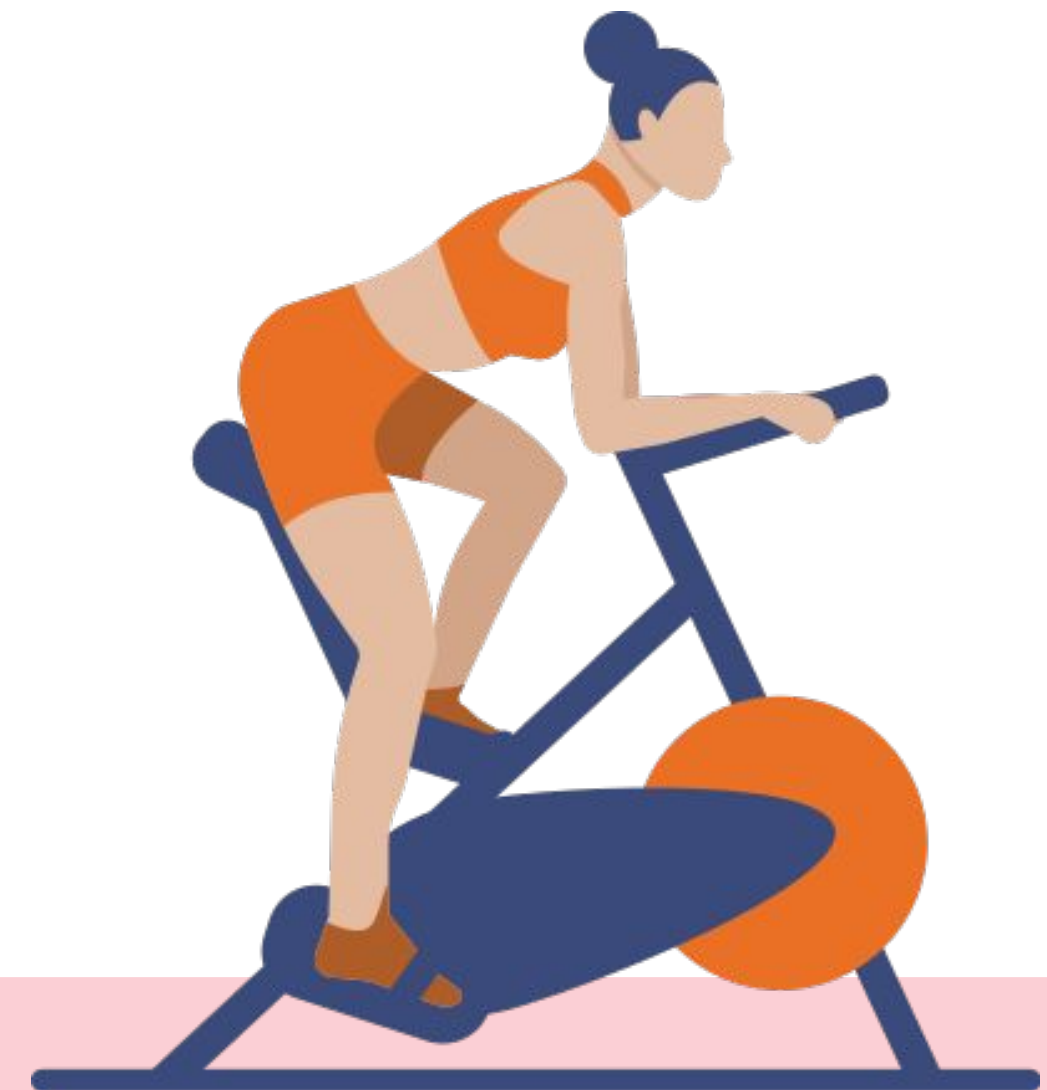
Khalil

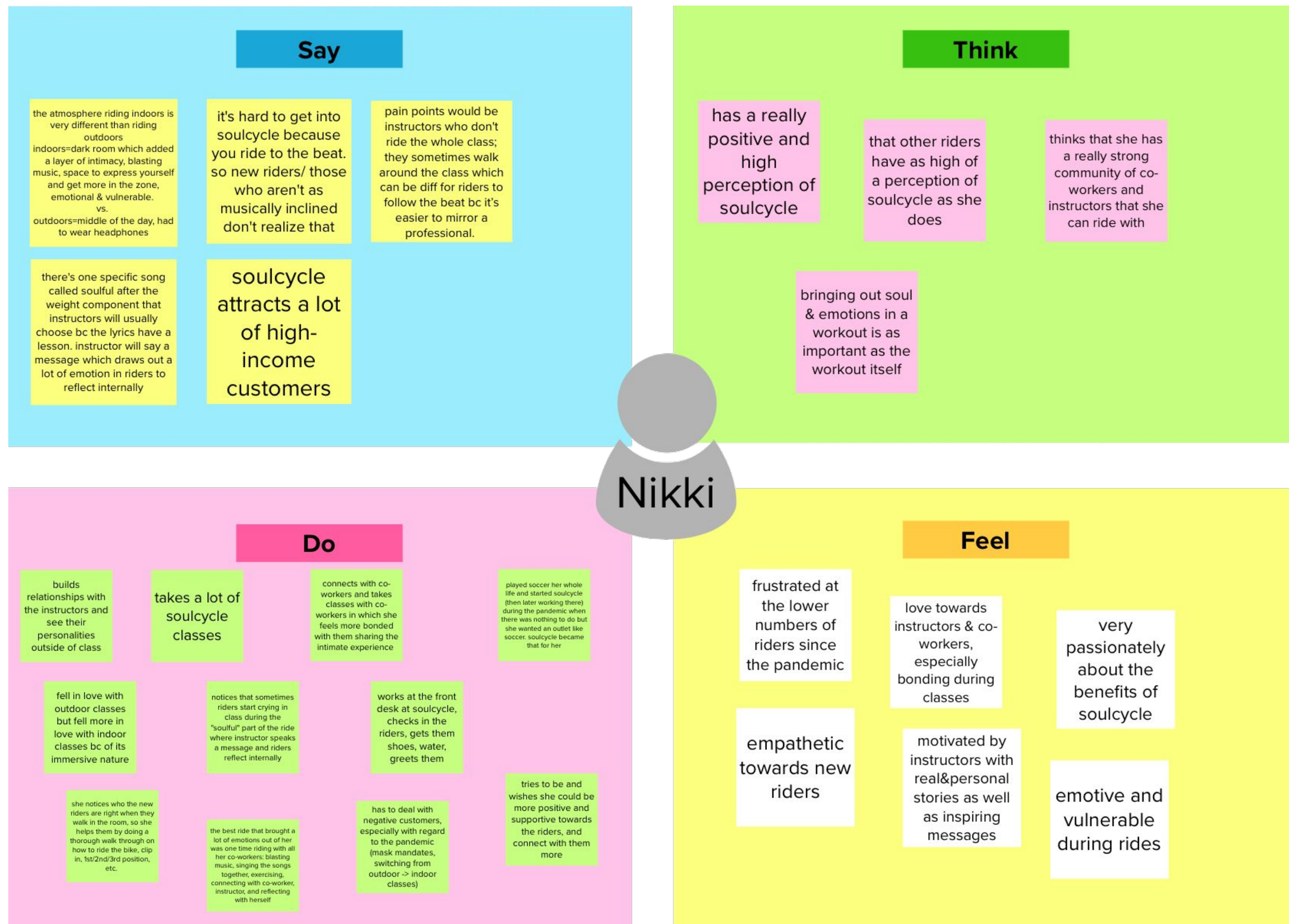




"I've taken a lot of SoulCycle classes and sometimes I see some riders crying because they get really in the zone, emotional, and vulnerable."

Nikki

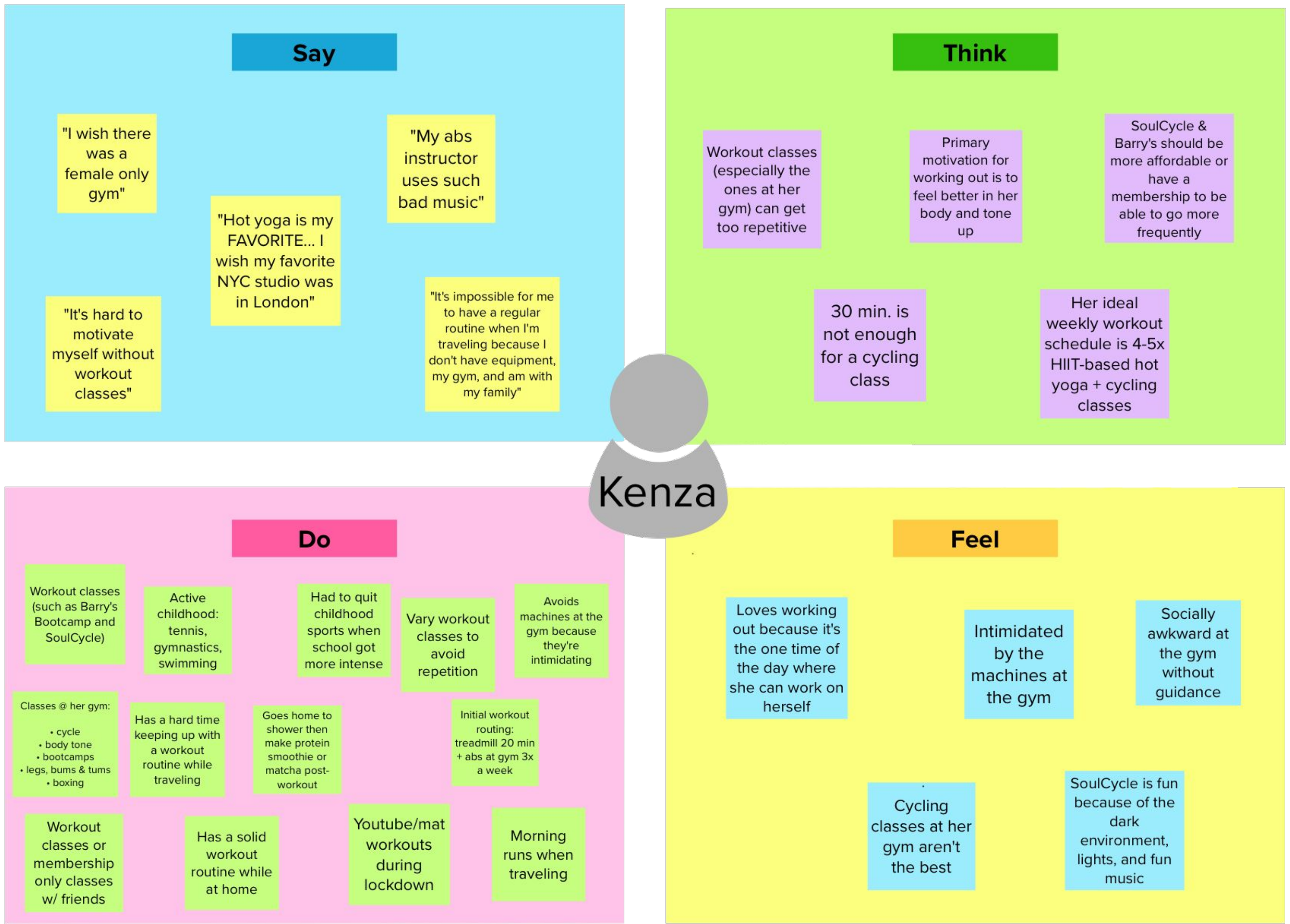




**“It’s impossible for me to
have a regular routine
when I’m traveling
because I don’t have
equipment, access to
my gym, and am with my
family”**

Kenza







Tensions, Contradictions, Surprises

Tensions

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

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

Workout classes are \$\$\$

wearing masks while riding

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

Not all cities have the same access to workout classes

Lots of effort to find people to work out with

Hard to find a community that feels inclusive

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

Anxiety and fear first time alone at the gym.

Consistently searching for instant gratification.

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 as 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

Insights: Key Themes

Regimen Accountability

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Regimen Accountability

Social/Community

Insights: Key Themes

Regimen Accountability

Social/Community

Economic Accessibility

Insights: Key Themes

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?



Summary

- 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!