

The Pitch:

Mobile and Fit is a mobility app that primes your body for warm up and recovery based on your individual workout of the day. You know longer have to worry about how to stretch and recover to reduce injuries, Mobile and Fit customizes and runs you through your individualized routine based on your goals and time available.

Assumptions:

- There's a lot of resources to help people workout, but not to help them with mobility and recovery.
- People would focus on mobility if it was simple and customized to their individual needs each day.
- People don't do mobility because of limited time to be in the gym so if it was baked into their workout based on how long they were available they would do something for mobility everyday instead of a 'best case scenario' type day.

Problem Statements:

- Identify if the user workouts
- Identify types of workouts and skill level user is at
- Identify if the user cares about mobility and assess where they currently are
- Identify if the user is willing to pay for customized mobility plans based on their individual workout routine
- Identify ways to track progress and show the user progression over time

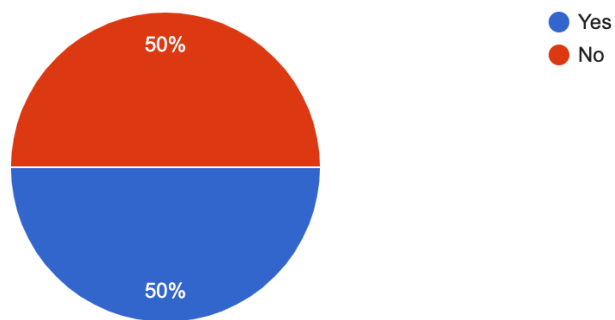
Key Findings:

1. Out of 10 responses, 50% of people don't currently have any routine for mobility as part of their health regimen. Even though EVERYONE stated that mobility was either somewhat important to them or not

important at all.

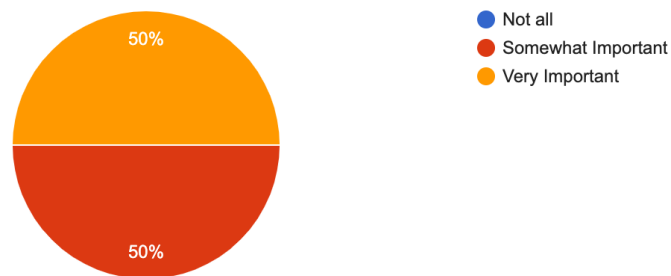
Do you currently stretch and/or have a mobility routine as part of your workout regimen?

10 responses



How important to you is your mobility?

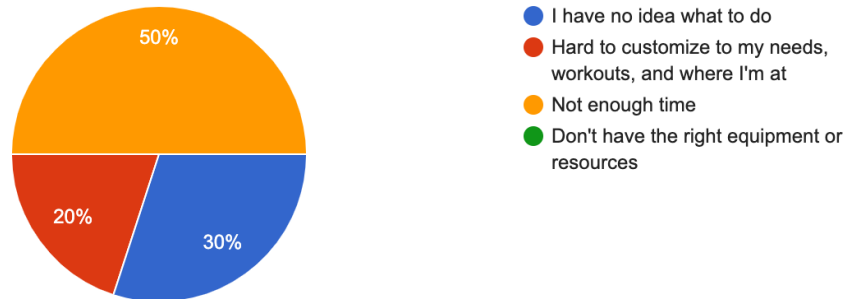
10 responses



2. The most common struggle for everyone in executing a mobility routine is lack of time

What do you struggle with the most in coming up with a daily mobility routine?

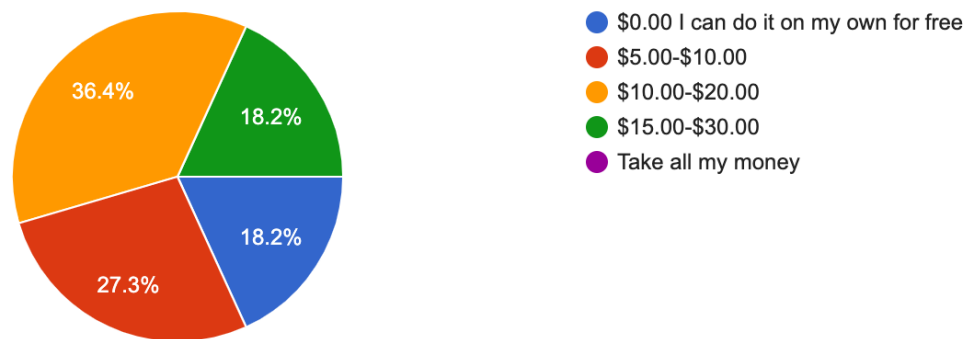
10 responses



3. Most people would pay \$10-\$20 for an app that helped them run through a mobility routine each day which was around where I was assuming it would be.

How much would you be willing to pay a month for a customized and tailored mobility routine?

11 responses



Link to Google Survey:

https://docs.google.com/forms/d/e/1FAIpQLScKtTydxsdSs-l54QxseF3j_GjZiaFe0vco0QVsbybbp6MBBA/viewform?usp=sf_link

The biggest surprise to me was learning that half of the people did nothing at all despite everyone saying it was important to them. I expected to see less people concerned about not doing anything. This tells me there's a

need there and a problem that people are needing to fix. My biggest problem statement was trying to determine if there was an appetite for an app that simplified everything for them and if there is a need and desire to pay money to have that problem solved.

One thing I think that would be helpful to do is ask a follow up question for everyone who said the main reason why they didn't do mobility is they didn't have enough time. I would like to ask what daily things they have going on that restrict their time to do it and ask more about how much time they spend working out each day if mobility isn't included in that routine.