

# Need-finding

Title: Personalized Fitness Trainer

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# Introduction

- ⇒ Fitness and Nutrition play a pivotal role in maintaining both the physical and the mental well-being of a person.
- ⇒ Ironically, exercise which is an essential precursor to being fit and healthy is often overlooked or ignored. The reasons to do so are plentiful. It's not uncommon to hear someone say that their day job leaves them exhausted and with very little time to be able to get out and go for a run.
- ⇒ But the importance and the potential benefits of maintaining a regular exercise regimen leaves no room for doubt, that one needs to incorporate just a little movement everyday to help improve the quality of their lives

- ⇒ Not only does exercise improve our physical health but it plays a massive role in regulating mental health and is shown to improve symptoms with respect to anxiety, stress and depression.
- ⇒ Especially now, since we're living in a world of uncertainty and panic, we need to turn to healthy coping mechanisms to deal with the immense stress that the pandemic has gripped us with.
- ⇒ But how do we exercise if the gyms are unsafe? Home workouts? But we have little to no knowledge on the kind of exercises to be done to train different body parts. What if I get injured? What if I have no equipment? I don't understand the technical terms put out on exercise tutorials. What do I do?

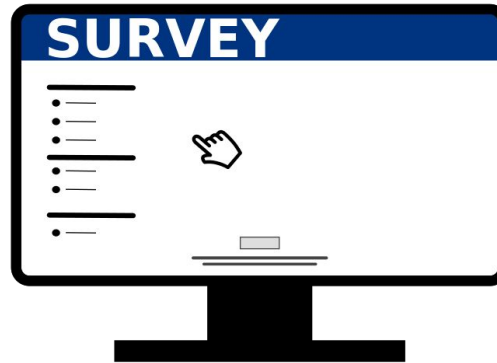


- ⇒ These are the kind of questions we wish to answer with the 'Personalized Fitness Trainer'. We aim to make it substantially easy to find all the required exercises for the desired body part with just the click of a button.
- ⇒ Video demonstrations of the exercises put an end to reading long boring instructions which are often confusing. Based upon the fitness levels, there are exercises designed to challenge individuals and promote positive muscle growth.
- ⇒ But to be able to design such a convenient interface required lots of analysis and research. Here we detail the steps we undertook in trying to understand the behavior and exercise patterns of a potential target audience.

# Need-finding methodologies

These were mainly the methods used-

- ⇒ Surveys
- ⇒ Interviews



# Surveys

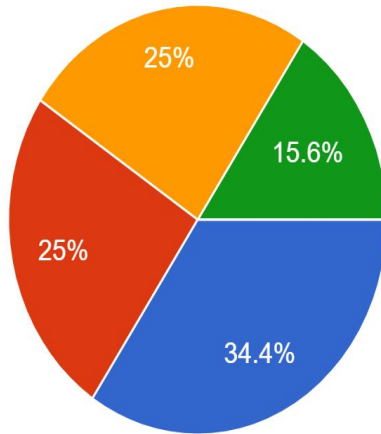
Following were the questions we put out

# Questions-

- ⇒ How often do you exercise every week?
- ⇒ How often would you LIKE to exercise every week?
- ⇒ Do you prefer exercises with equipment or just using bodyweight at home?
- ⇒ Has COVID prevented you from achieving your fitness goals?
- ⇒ What prevents you from exercising that often?
- ⇒ Would you use the app if the workout requires only bodyweight and no equipment?
- ⇒ Would you exercise more often if you obtained required information about the exercises?
- ⇒ Are you afraid of getting injured while exercising?
- ⇒ Would you use an app that guides you through specific workout routines for the desired body part?

# Analysis and Observations:

How often do you exercise every week?

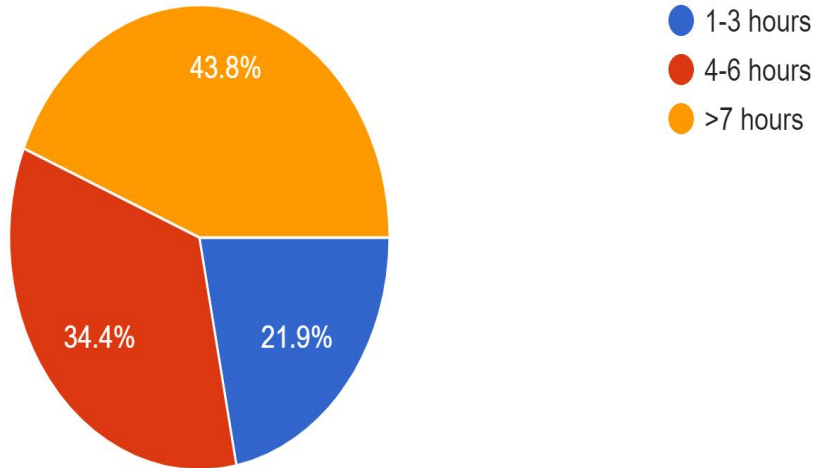


- 0 hours
- 1-3 hours
- 4-6 hours
- >7 hours



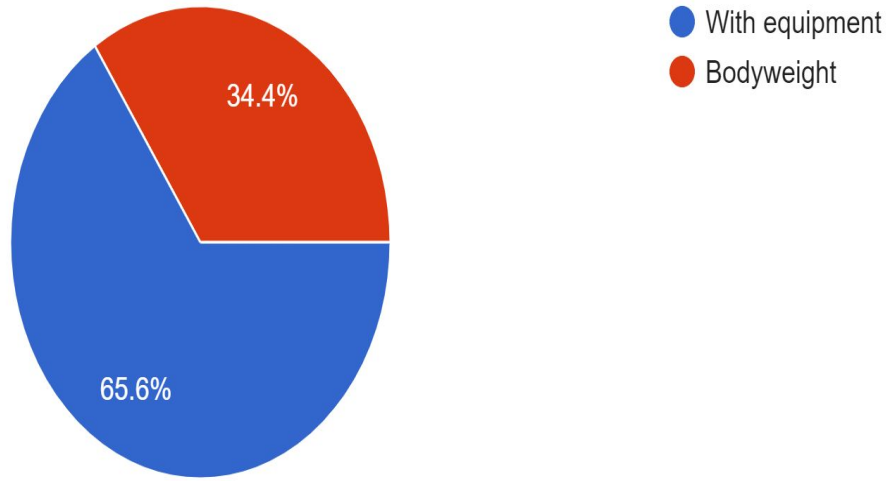
# Analysis and Observations:

How often would you LIKE to exercise every week?



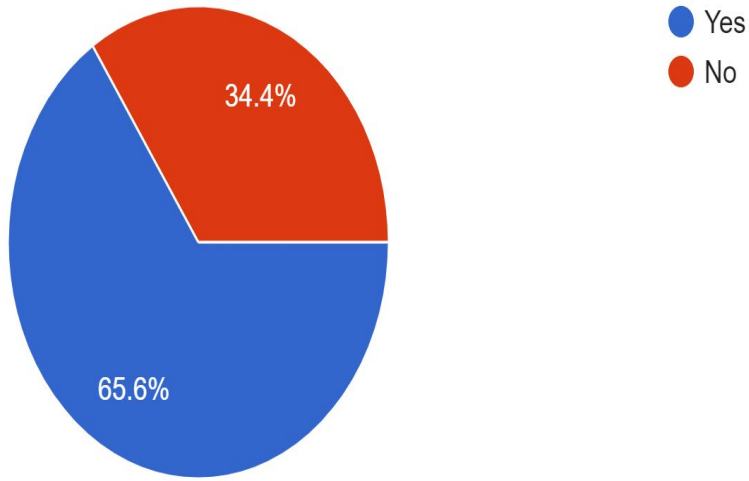
# Analysis and Observations:

Do you prefer exercises with equipment or just using bodyweight at home?



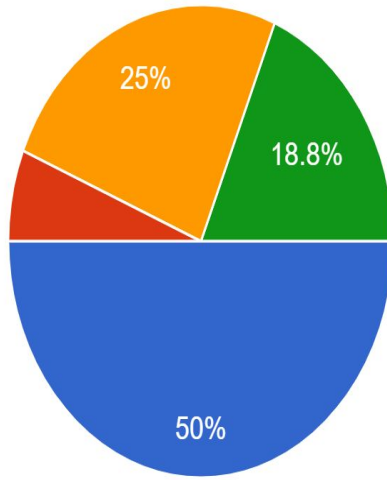
# Analysis and Observations:

Has COVID prevented you from achieving your fitness goals?



# Analysis and Observations:

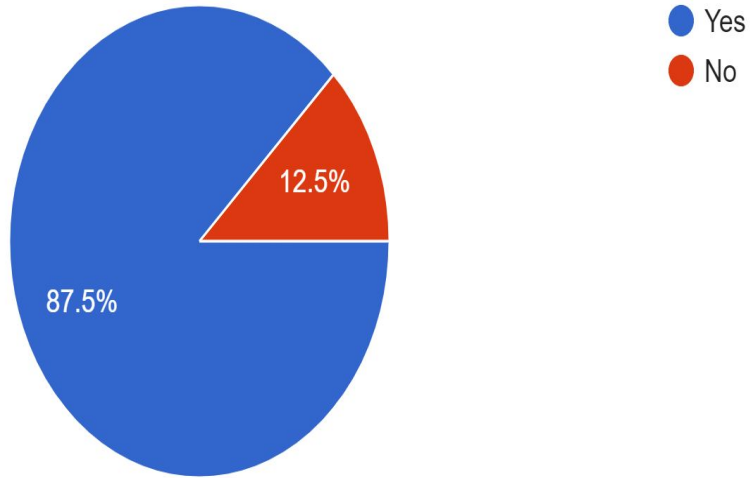
What prevents you from exercising that often?



- Too lazy
- Lack of knowledge
- Lack of equipment
- I exercise as often as I want to

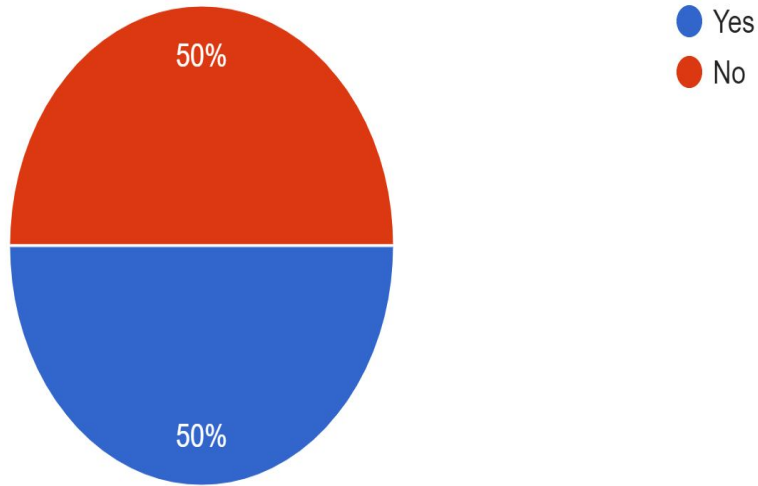
# Analysis and Observations:

Would you use the app if the workout requires only bodyweight and no equipment?



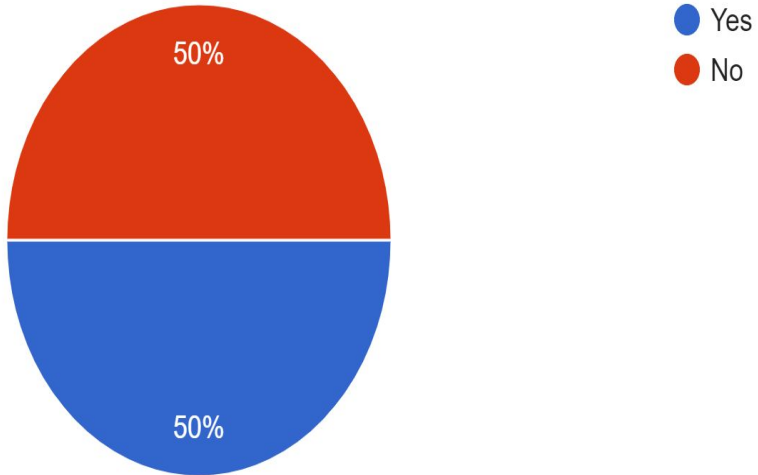
# Analysis and Observations:

Would you exercise more often if you obtained required information about the exercises?



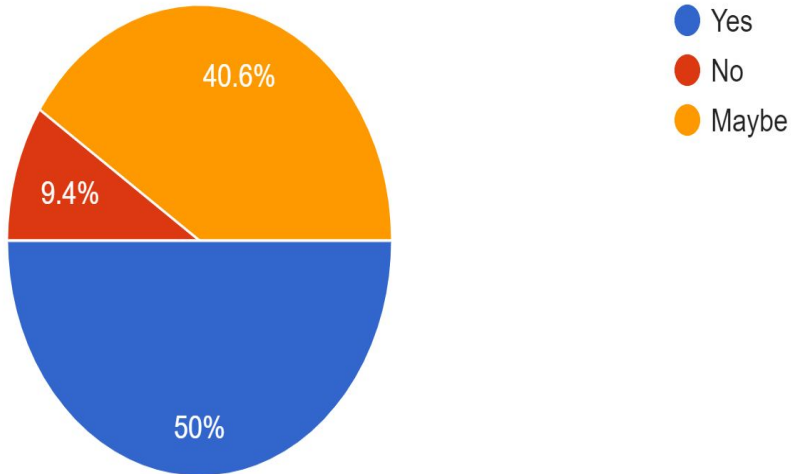
# Analysis and Observations:

Are you afraid of getting injured while exercising?



# Analysis and Observations:

Would you use an app that guides you through specific workout routines for the desired body part?





# Interviews

Following are the questions we asked people from college

# Questions-

- ⇒ How energetic are you during the day?
- ⇒ Do you turn to exercising to brighten up your day?
- ⇒ Is walking up the slope out of college exhausting to you?
- ⇒ What is the biggest hurdle for you to begin exercising?
- ⇒ Have you been to a gym?
- ⇒ Do you know your way around a gym?

We focussed on keeping the questions simple and straightforward.

# Interviewee 1

Shreya Shukla

-How energetic are you during the day?

"I think I'm not energetic at all. I personally feel I'm very low on energy."

-Do you turn to exercising to brighten up your day?

"Not at all"

-What is the biggest hurdle for you to begin exercising?

"I think I would just attribute that to my laziness"

- Do you know your way around a gym?

"Yeah. I've been to one, so I'm familiar with the equipments and such"



# Interviewee 2

Anind Kiran

-How energetic are you during the day?

"Reasonably, but not as much as I'd want to be."

-Do you turn to exercising to brighten up your day?

"Not regularly, but on some occasions I do turn to exercise."

-What is the biggest hurdle for you to begin exercising?

"The fact that I have no discipline and find it difficult to be consistent with my regimen"

- Do you know your way around a gym?

"A little bit. I'd require a little assistance."



# Interviewee 2

Manah Shetty

-How energetic are you during the day?

"Currently not very."

-Do you turn to exercising to brighten up your day?

"No, I don't prefer it."

-Is walking up the slope out of college exhausting to you?

"I find it really exhausting"

- Do you know your way around a gym?

"I think so. But since I've never been to a gym, my knowledge would be fairly limited and I'd need a little help"



# Summary

- ⇒ Conducting the surveys and the interviews allowed us to gather quite a lot of useful information.
- ⇒ From the charts, it's evident that a large chunk of people don't include exercise as a part of their daily routine but would very much like to.
- ⇒ Also, most of them prefer bodyweight exercises without the use of equipments. This makes sense since the pandemic has definitely affected their exercise patterns and going to a gym is pretty unsafe.
- ⇒ The majority of people cite laziness as the main hurdle with respect to exercising.

# Summary

- ⇒ Lastly, it's evident that people require assistance while working out and an application was considered to be a reasonable solution.
- ⇒ Conducting the surveys and interviews played a major role in trying to design the UI of our proposed solution. And hopefully, it would help overcome the hassle faced by people and get them on the path to healthier lives.

# Thank you!

