

Session 2: IDEATION



Ideation Workshop Program

1. Inspiration: looking for inspiring examples and counter-examples
2. Divergence: producing as many ideas as possible
3. Convergence: choosing a winning idea (vote)

IDEA

1. Inspiration

Inspiring examples

- Forest (set a timer for focus), can have friends together in the task, keeps you off your phone, grow plants -> forest each time you complete an activity
- A « streak » for consistency
- Apple watch rings (stand goal, perfect stand week)
- Chat feature: to give feedback
- Add friends, get badges, awards, share on social media (I completed this activity), get featured on official FitSpirit Instagram/TikTok
- Quiz (sub quizzes), pre-training, post-training, so they learn how to train properly, help to establish a routine (focus on learning & improvement)
- Website to protect the earth (daily tasks ie. Ride a bike, fill a waterbottle, use paper bags, reminder list)
- Exercise generator/ideas (so people know where to start)

Counterexamples

- Nike workout app (calorie focused)
- Strava (but not shared)
- Thumbs down / dislike feature
- Social media sharing -> oversharing

IDEA

2. Divergence

1st round

- Forest
- App with chat functionality
- Snapchat streak
- Instagram story
- Badges
- rewards
- Referral system
- Spin the wheel of different activities
- Random generator activity list
- Tutorials, videos on how-to do activities

2nd round

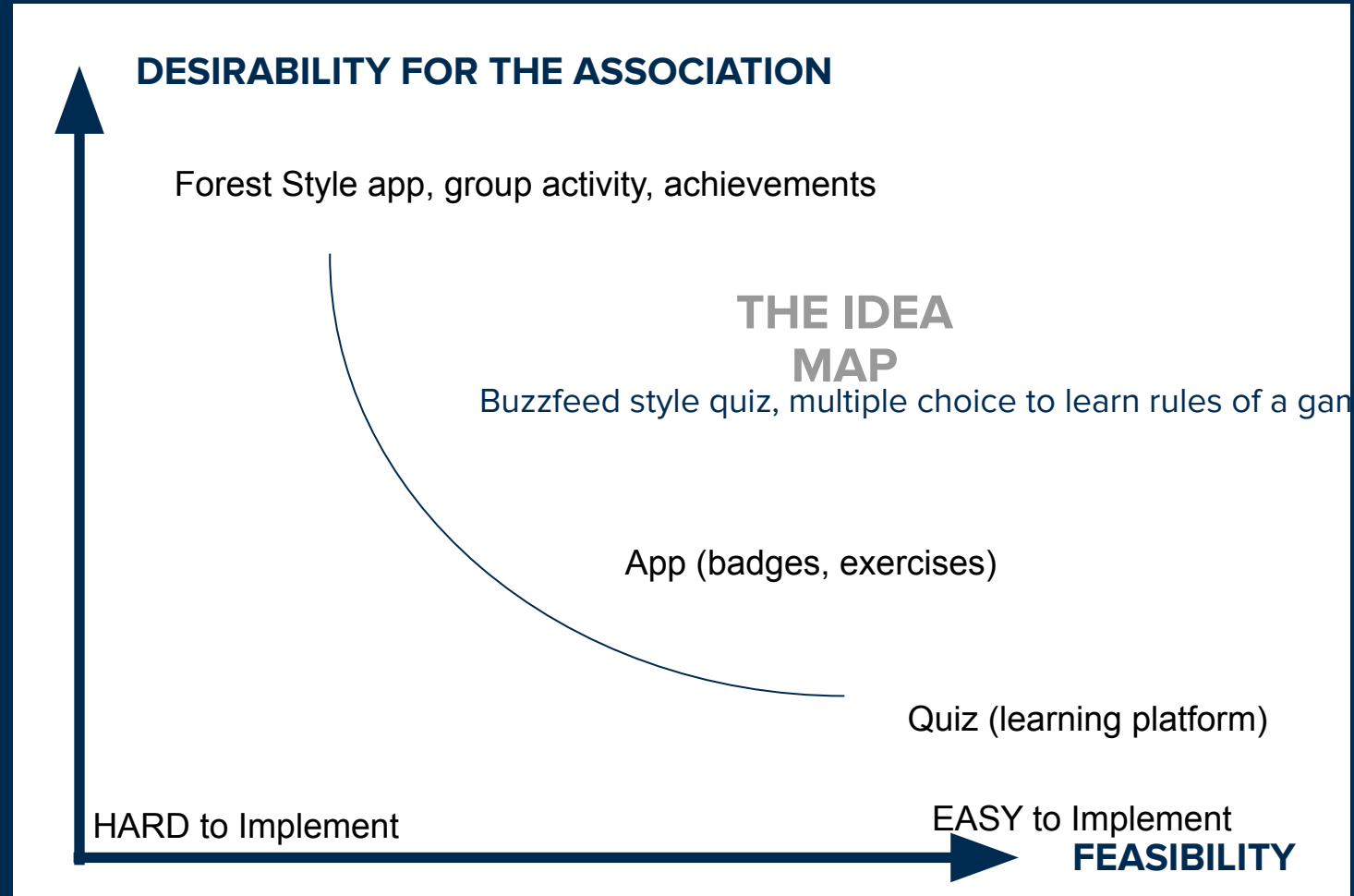
- Website to protect the earth (daily tasks ie. Ride a bike, fill a waterbottle, use paper bags, reminder list)
- List of different activities to try, get points for completion or badges

3rd round

- Quiz (sub quizzes), pre-training, post-training, so they learn how to train properly, help to establish a routine (focus on learning & improvement)
- Videos for learning
- Flashcards / Quizlet to learn rules to the game
- Buzzfeed style quiz, multiple choice to learn rules of a game
- Enrollment quiz/short survey (for you or individual, what equipment you have)

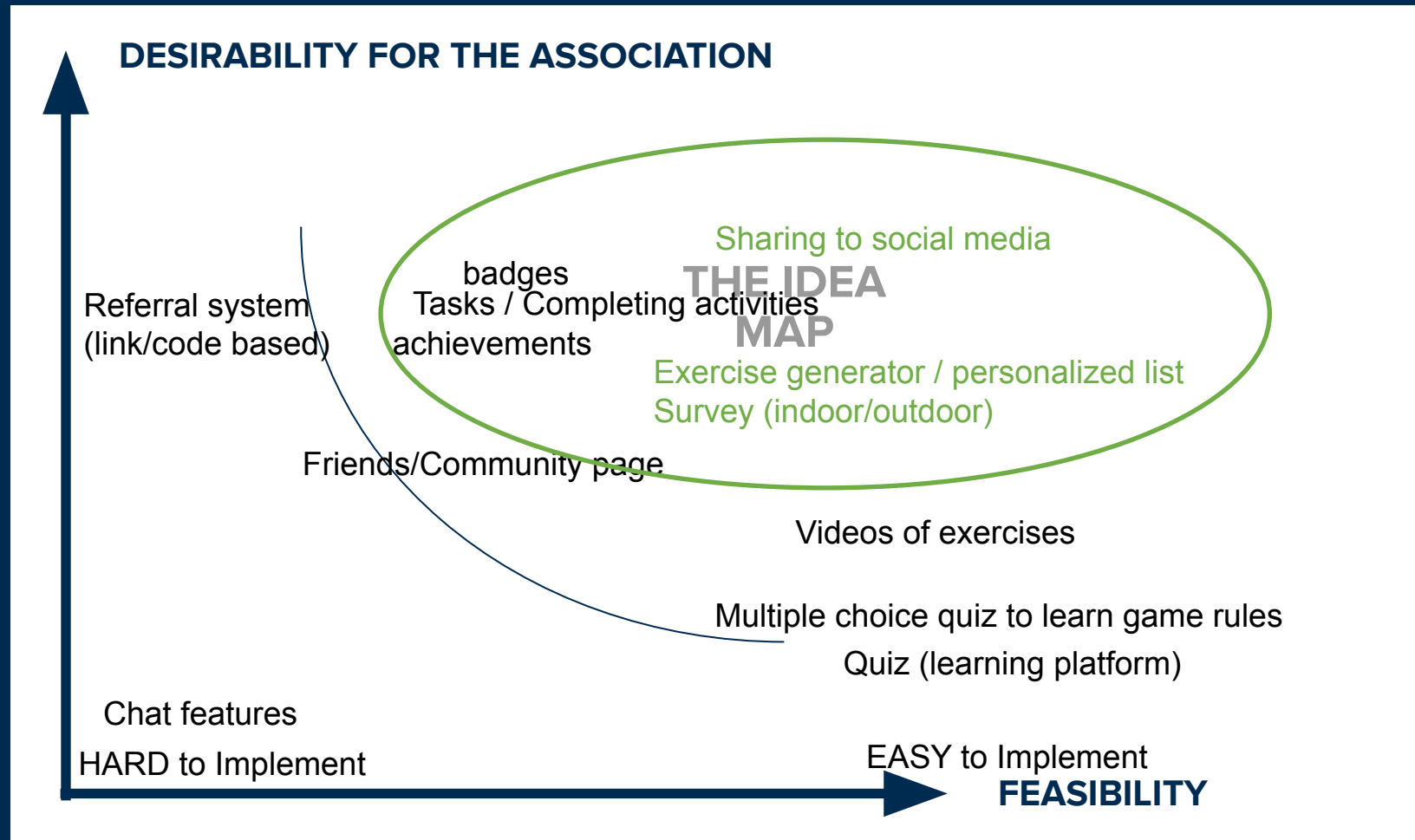
IDEA

3. Convergence: finding the winning idea



IDEA (Features)

3. Convergence: finding the winning idea



IDEA

The name of our solution

Share to social media button

[stretch goal] referral system
(friends page)

Task Completion
(simple tasks like walking around
the neighbourhood)
Task for group as

Achievements
Badges

Group awards



Fitspirit GO / Fitspirit On the Go
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