Elevator pitch: An app that reminds you periodically to stand up, stretch, and move to increase energy and work productivity throughout the day
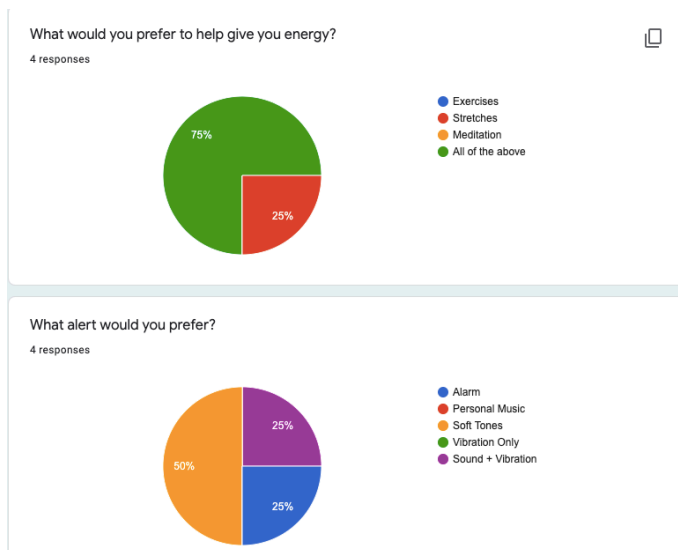
3 assumptions

1. People don't stand up enough in the day
2. 25-40 year olds would use this
3. People who work primarily behind a desk need this app

Problem Statement

1.Identify how much people actually sit vs. stand in the day

2.Identify types of features (alerts, stretches, etc.)

3. Identify demographics

3 key findings:

1. People don't stand enough
2. 25% people said they would enjoy stretching vs. having everything as an option(exercise, stretching, meditation)
3. 50% want soft tones

What would you prefer to help give you energy?
4 responses

- Exercises
- Stretches
- Meditation
- All of the above

75%

25%

What alert would you prefer?
4 responses

- Alarm
- Personal Music
- Soft Tones
- Vibration Only
- Sound + Vibration

50%

25%

25%

Problem statement evaluation: More evaluation is required with a larger sample size to see how viable the app actually is