Task 10

Analytical thinking driven by design thinking

Product: FitNest – A Personalized Home Fitness App for Young Professionals

1. User Research

Objective:  
Understand the health and fitness habits, motivations, and challenges faced by young professionals who prefer home workouts.

Methods Used:

* Online Survey (Google Forms, 50 respondents)
* One-on-One Interviews (5 participants, aged 22–35)
* Social Media Polls (Instagram/Facebook)

Key Insights:

* 72% find it hard to maintain a consistent workout schedule.
* 68% said motivation drops without external accountability.
* 83% use mobile apps, but many feel they're not personalized enough.
* 60% want short, effective workouts (<30 mins).

3. Demographic Information

* Name: XYZ
* Age: 18
* Location: IILM University
* Occupation: student
* Education: B.Tech
* Marital Status: Single

4. Goals and Objectives

* Stay fit despite a busy study schedule.
* Follow a personalized and effective home workout plan.
* Track progress easily and stay motivated.
* Avoid gym expenses and commutes.

5. Psychographic Information

* Interests: Yoga, HIIT, clean eating, mindfulness, audiobooks
* Personality Traits: Ambitious, disciplined, tech-savvy, introverted
* Values: Self-improvement, convenience, work-life balance
* Choices: Prefers YouTube trainers and fitness influencers

6. Behavior and Preference

* Works out early mornings (6:30–7:15 AM)
* Uses fitness apps like Nike Training, YouTube channels
* Prefers quick, guided routines with minimal equipment
* Loves goal-based challenges (21-day yoga, etc.)
* Engages with motivational content on Instagram

7. User Journey

| **Stage** | **Touchpoint** | **Action** | **Emotion** | **Opportunity** |
| --- | --- | --- | --- | --- |
| Awareness | Instagram Ad | Clicks ad showing quick 15-min workouts | Curious | Use targeted ads with relatable messaging |
| Consideration | App Store | Reads reviews, watches demo video | Interested | Provide a free trial & highlight personalization |
| Onboarding | App Registration | Inputs fitness goals, body type | Excited | Smooth onboarding with tips and recommendations |
| Engagement | Daily Workouts | Follows plan, logs progress | Motivated | Gamify experience with badges, streaks |
| Retention | Progress Report | Gets weekly updates and reminders | Satisfied | Encourage community features & coach check-ins |

8. Challenges and Pain Points

* Lack of motivation without real-time coaching
* Overwhelmed by too many generic fitness apps
* Busy schedule limits time for lengthy workouts
* Frustrated by apps requiring premium features for everything

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