TEAM FITBUD

A2: POVs & Experience Prototypes

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INTRODUCTION

Who we are + our domain

OUR TEAM

CHRISTELLE

Junior
Computer Science
Santa Cruz, Bolivia

AKANSHYA

Junior
Computer Science
Mountain View, CA

ETHAN

Senior
Computer Science
Palo Alto, CA

JAKE

Coterm
Computer Science
San Carlos, CA

RECAP

- Domain: fitness

- Needs:

    a. Education and empowerment
    b. Motivation
    c. Comforting, welcoming environment

OUR (REVISED) DOMAIN

Helping people find motivation and community in exercise

02

NEEDFINDING

Additional needfinding interviews

MADELEINE

22-year-old recent grad working at Soul Cycle before going to med school.

Key Insights

- Too much **misinformation** online compared for a society highly-geared towards tech use
- Does **not** enjoy being instructed in her workouts
- Joining group classes has helped her find **close relationships**

JESSICA

45 year-old nurse manager raised in Daly City and living in San Bruno.

Key Insights

- The **price** of yoga classes **discourages** her from going to an in-person class
- **Social networking** is the most important aspect of fitness classes at her age
- **Hard to find people** her age at yoga

YUSUF

24-year-old kinesiology student at SJSU, research assistant in rehabilitation science lab, avid bodybuilder

Key learnings and needs
- Gym is **not** a place for **social interaction**
- Very specific criteria for a gym buddy
- **Working out alone** not preferred, but **necessary**

03

MEAT & POTATOES

POVs, HMWs, solutions, experience
prototypes, results

POVs

Yusuf

Jill

Jessica

Anissa

Madeleine

POVs

Yusuf

Jill

Jessica

Anissa

Madeleine

POV #1: Anissa

We met Anissa, a recent college grad working as a physical scientist in San Francisco who does not consider herself to be an active person. We were surprised to notice that she wanted guidance to get started working out, but she had a fear of being judged by strangers. We wonder if this means that she lacks a supportive presence that will help her work towards these goals. It would be game-changing to provide her with a way to meet others that she can exercise with, learn from, and can ease her into working out.

POV #1: Anissa

We met Anissa, a recent college grad working as a physical scientist in San Francisco who does not consider herself to be an active person. **We were surprised** to notice that she wanted guidance to get started working out, but she had a fear of being judged by others. **We wonder if this means** that she lacks a supportive presence that will help her work towards these goals. **It would be game-changing** to provide her with a way to meet others that she can exercise with, learn from, and can ease her into working out.

HOW MIGHT WE

make fitness **more accessible** and **less intimidating**?

SOLUTION

Match people with more experienced fitness buddies to provide guidance

KEY ASSUMPTIONS

- Being at the gym alone is scary

- Not just showing what to do but why to do it will help demystify fitness

- Correcting one's form and technique will help them stay safe and feel less self-conscious

PROTOTYPE: "PT" MATCHING

Match experienced fitness enthusiasts with beginners. Take them through a workout tailored to their goals

EXPERIENCE PROTOTYPE

PARTICIPANT FINDING

- Find lifters with little to moderate lifting experience
- Ask about and note their fitness goals and interests
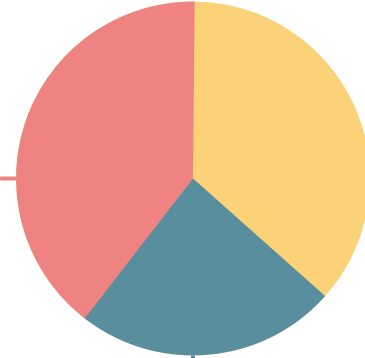
WORKOUT

- Take participants through a workout (~90 min) tailored to them
- Explain and show how and why things should be done

EVALUATION

Have participants fill out a form before and after experience regarding their experience level, workout frequency, whether working out alone or with someone is preferred, level of motivation and comfort in gym

PARTICIPANT: Tobey

- Reached through network to find a gym-goer who may appreciate advice
- 21 years old
- Student/TA
- San Diego, CA
- Slightly active
  - Occasional gym-goer
  - Looking to get stronger and more active

PROCESS

Aligned to his goals
- Context: already running a PPL split
- Fine-tuned his technique on barbell and dumbbell presses, explaining and demonstrating how to stay tight, recruit more muscles, and stay injury-free
- Taught him new isolation exercises and their benefits

RESULTS + INSIGHTS

WHAT WORKED

- **Motivation** and **comfort** levels in the gym **went up**
- Became more **inclined** to **work out** with **other people**
- Having a **second pair of eyes** was helpful
  - **Enjoyed** and **appreciated** learning **new exercises**

WHAT DIDN'T WORK

- "Ow"

KEY TAKEAWAYS

- Affirmed assumptions
- Easy to get **off track** or reinforce **bad habits** when working out alone
- Having a more **experienced** "trainer" **ensures improvement**
- Working out alone can be **dangerous**
- Professional/certified personal training is **expensive** and **not accessible!**

POV #2: Yusuf

We met Yusuf, a kinesiology student, avid bodybuilder, and aspiring physical therapist. We were surprised to notice that, though he has a relatively active social life, he never goes to the gym with anyone despite expressing a desire to do so. We wonder if this means he finds it difficult to find suitable workout buddies to make working out more fun. It would be game changing to help him find a lifting companion who could enhance his workouts.

POV #2: Yusuf

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HOW MIGHT WE

find a suitable workout **community** for people of **all fitness backgrounds**?

SOLUTION

Have people create a custom profile with their exercising habits and find people that have a certain percentage of similarity

PROTOTYPE: SPEED DATING

Take two strangers and ask rapid-fire questions for 5-7 minutes to learn about their fitness habits and whether or not they are compatible as workout partners

KEY ASSUMPTIONS

- There are people who **want** workout buddies with similar goals and aims but **cannot find** them

- **Willing** to meet a stranger with similar goals and invest the **time** in this process

PARTICIPANT: Claire

- Recruited at Tresidder
- 33 years old
- Professor
- St. Louis, MI
- Very active individual
  - Bikes an average of 100 miles per week
  - Dislikes working out with anyone other than one friend

PROCESS

Questions

1. How active are you?
2. Whom do you usually work out with?
3. What are your fitness goals?
4. What's something you find unfulfilling about your routine?
5. Are there new activities you've been wanting to try?

Share answers to the questions (1-2 minutes max per question)

Not very compatible: both prefer working out alone but should try swimming together (recreationally)

Determine compatibility

RESULTS + INSIGHTS

WHAT WORKED

- **Casual** conversation format
- Were able to see exactly how their **habits aligned**
- Questions **facilitated** and **guided** the conversation efficiently

WHAT DIDN'T WORK

- Felt like some answers were **telegraphed** by the questions
- **Qualitative** not quantitative data

KEY TAKEAWAYS

- Only works if the feature is used by people who **actually want** to find others to workout with
- Not like matchmaking for **friends/romantic partners**
- Not sure about the first assumption but the second assumption was true

POV #5: Madeleine

We met Madeleine, a newly grad Stanford student from Palo Alto looking to go to med school who has been working at SoulCycle for 5 years now because of how much she loves cycling. We were surprised to notice that she uses her studies in human biology to inform herself about health and fitness through research papers to avoid misinformation online. We wonder if this means that she does not have a trustworthy information source that could provide this information in an easily-accessible manner. It would be game-changing if we could provide her with information at the tips of her fingers that would be credible and educational in terms of fitness and health.

POV #5: Madeleine

We met Madeleine, a newly grad and potential med school Stanford student from Palo Alto who has been working at SoulCycle for 5 years now because of her love for cycling. **We were surprised** to notice that she uses her studies in human biology to inform herself about health and fitness through research papers to avoid misinformation online. **We wonder if this means** that she does not have a trustworthy information source that could provide this information in an easily-accessible manner. **It would be game-changing** if we could provide her with information at the tips of her fingers that would be credible and educational in terms of fitness and health.

HOW MIGHT WE

provide people with **trustworthy** and **helpful** guiding **information** about exercising and fitness?

SOLUTION

A platform that tracks/provides workout routines and nutrition habits and gives recommended changes

KEY ASSUMPTIONS

- Some people would like others to **critique** their workout/nutrition habits

- Receiving **feedback** will **empower** people to exercise more

PROTOTYPE: NUTRITION AND FITNESS QUIZ

Find people to take a fun interactive Buzzfeed quiz about their own health and fitness levels and provide them with tailored advice at the end. Give them a snack as a reward for making their first steps towards their health and fitness journey.

PARTICIPANT: Cale

- Reached out through network to find an active participant who might enjoy feedback
- 22 years old
- Software Engineer
- Active individual
  - Gym 4-5x a week
  - Pickleball/Frisbee 1x a week
  - Prefers working out alone

PROCESS

Answer questions about frequency of workouts and nutrient intake

Determine current fitness level and identify weak points

Provide possible improvements in the form of an ideal training routine and meal plan

RESULTS + INSIGHTS

WHAT WORKED

- Was **amused** and **intrigued** by the analysis of his health habits
- Felt that experience was **engaging** and **succinct**

WHAT DIDN'T WORK

- Felt response options were too **vague**/not specific enough
- **Not confident** in **accuracy** of results
- Results did **not** cause an increase in **motivation** or **happiness**

KEY TAKEAWAYS

- **Difficult** to obtain specific/accurate results
  - **Hard** for users to **trust a non-human**
- Assumptions
  - People can **appreciate** being evaluated and receiving **feedback**
  - BUT feedback does **not** necessarily **increase motivation**

04
CONCLUSION

Our results and analysis

FINAL (COMBINATION) SOLUTION:
Speed dating + PT matching

Users will fill out a **questionnaire** outlining their fitness **goals** and **interests**, **experience** level, and what they are **looking for** to **enhance** their workouts (e.g. a lifting partner, a coach/trainer, a running buddy, etc.). A **matching algorithm** will be used to **recommend** other pairs and groups of **suitable individuals**. For individuals who don't want to work out with others, a **gamified** feature that will motivate them to **build** fitness-related **habits**.

FINAL SOLUTION

Whom does it serve?

- Buddy feature serves everyone who wants a partner or group to exercise with
- Trainer feature targeted at novices
- Individuals who need motivation

Whom might it leave out?

- Advanced fitness enthusiasts or people who already have a set rhythm
- How will we recruit trainers and incentivize coaching?

Ethical implications

- Need some way to **verify users** who register to be "trainers"
- Misinformation, injuries, predatory behavior are possible risks
- **Not a dating app**

THANK YOU!

Any questions?

APPENDIX

FEEDBACK FORMS

- https://drive.google.com/drive/folders/1r-m0P9gOEsIcIJOghi6HUNDbmpPRvnSR?usp=sharing

VIDEOS OF STUFFED ANIMAL EXPERIENCE PROTOTYPE
- https://drive.google.com/file/d/1ofYj39pTSKSuUCTty3jociQU86AYeeVY/view?usp=sharing

JESSICA'S EMPATHY MAP

Empathy Map

SAYS

When I go to yoga with my friends, I know they're waiting for me so I can't wait to go

I am very flexible and I love how yoga makes me feel

Work has been the determining factor to whether or not I got to yoga

I move my body less whenever I see someone next to me struggling

I always like to be humble when I walk into a yoga studio

There are different kinds of yoga that help you with different purposes based on what you currently need

It's so expensive that before every class I wonder whether I should go or save the money

I like that I can still move my body after 10 years

I don't do yoga for the spirituality

Each yoga instructor is different and those differences impact my yoga experience

THINKS

I like to meet new people at yoga and socialize with them after class

Regardless of what I need in life, yoga can fulfill that purpose

I find it hard to meet people my age or in my age demographic

I like yoga for how it makes me look and because it lets me move my body

I feel like I am advanced enough that there isn't room for me to improve

I have a hard time if I go to a yoga class with my regular friends and I prefer to meet people

I think I am active enough in my day-to-day life even without yoga classes

I don't enjoy doing yoga around people with different experience levels

I am not concerned about fitness, I just do what my body wants to do and makes me happy (what comes naturally)

I like to be the best, but I don't like to brag; that causes a big contradiction for me and interferes with my yoga practice

DOES

Doesn't move around too much beyond household chores and before yoga

Has restarted going to yoga classes

Took a 10 year hiatus from yoga

Doesn't have kids

Works as a nurse manager

Does yoga on Youtube half of the time

Works at home and has a home office

Has a set daily routine that doesn't change much

Wanted to interview while moving and walking (we met her at the shopping center)

Add text

FEELS

Happy with yoga back in her life

Good and proud of her accomplishments in yoga

Want to get toned fast and change physique

Worried about her financial situation when it comes to yoga

Seemed carefree – she was skipping around when we found her

competitive, needs to be the best at yoga

energized by her activity

motivated to push her limits in yoga

bored at home without other activity

open to meeting new people and really wants to do so

MADELEINE'S EMPATHY MAP

Empathy Map

SAYS

Classes lead by instructors are like "mini cults"

Exercising is like brushing her teeth - it should be something that is part of her day just like anything else that you would do

All of the instructors at SoulCycle are trained to tell people to take what they need and what they want

Hearing someone tell you that you've got it and channeling frustrations into physical energy is great

Uses cycling as an excuse to de-stress and stay fit

Classes lead by instructors are not peaceful

Considers her education as a resource to better educate herself

Considers marketing places like SoulCycle as not the best sources for fitness and health

Has met a lot friends just by working at SoulCycle

Need to be making exercise a priority for everyone - with the growth of technology

We need to get children active more at a younger age due to technology as opposed to 15-20 years ago

THINKS

Finding a community in group classes is much easier

Kids are not being encouraged to be active these days

Instructors can be stressful

Working out with others is not it

Working out is essential to everyday life

Boutique classes are a waste of money and time

The economy and capitalism has ruined the way people approach health

Fitness classes are restraining

She is pretty strong and a competitive cyclist

It is worth it to join a fitness class

People are fooled too easily

DOES

Works at SoulCycle

Cycles at least 5 times a week and goes up to 5 miles

Has tried every boutique class there is

Reads research papers to stay informed

Uses undergrad degree to investigate online information

Needs to keep moving

Makes exercise her priority

Goes to cycling class to feel at ease

Is always present in her workouts

Cycles to de-stress from school and work

FEELS

Frustrated about all the bad info online

Content with her fitness and health

Accomplished after she cycles

Anxious when she cannot workout in a period of time

At peace when she cycles

Annoyed when an instructor tells her what to do

Sad that people are not encouraging active lifestyles for their kids

Joy from forming strong relationships through cycling

Satisfied with her current outlook of life

A desire to try new forms of fitness

YUSUF'S EMPATHY MAP

Empathy Map

SAYS

Pursuing a degree in physical therapy and hopes to make it his career

Works out 6 times a week

Doesn't work out with anybody

Working out is a source of stress relief

Has to be efficient with his workouts, usually has a time crunch

Considers bad workout partners a distraction in the gym, but has never had a workout buddy

Got into working out during covid; used to play sports but lost touch with it in high school

Realized he was overweight and didn't like how he looked and felt

Hopes to have a career in sports medicine/physical therapy

Dream is to work in a professional sports league

Learns about lifting by reading research papers, classes, etc

THINKS

Working out is fun and good for both physical and mental health

It's actually easier to meet people in the gym

Gymgoers already have something in common with him, so they talk a few times and are already friends

On the other hand, people usually have earbuds in and don't want to be bothered when working out

Social life is okay, but could be better; busy and difficult to go out

Would get a coach or trainer if he wanted to take olympic lifting seriously

Working out with a buddy would be great if they had space in their schedule and were running the same split

Working out is too expensive: money spend on equipment, clothing, memberships adds up

Important to have good body composition and be mobile and strong

For now considers himself a casual lifer and doesn't need a coach

DOES

Arnold split 5x a week with one leg day

chest and back, shoulders and arms, legs, chest and back, shoulders and arms, cardio

Works out alone

Does not have a personal trainer

Research in lab, volunteers as physical aid responder at Paly

Drives to school but tries to be active whenever possible (walks to coffee shop instead of driving, takes stairs)

Played sports as a kid

Does cardio 3 times a week alongside 5x a week lifting

Lots of mobility work

Goes on hikes every week

Goes boxing to grow stronger

FEELS

Motivated to work out since it's his career

Busy and a bit lonely

Working out is cathartic

Confident in how he looks

Social media has done nothing good for people interested in fitness

Disgust at the modern fitness industry

Healthy and flexible, mostly pain-free

Strong and functional

A bit tired because he's cutting

Excited to work out

YUSUF'S HMW BRAINSTORM

POV #1: Yusuf
We met Yusuf, a kinesiology student, avid bodybuilder, and aspiring physical therapist. We were surprised to notice that, though he has a relatively active social life, he never goes to the gym with anyone. We wonder if this means he finds it difficult to find suitable workout buddies. It would be game changing to help him find a lifting partner who could enhance his workouts.

HMW find suitable workout partners for people of all fitness backgrounds?

HMW prevent workout distractions?

HMW make the gym a safer space physically?

HMW encourage seasoned fitness enthusiasts to help out newer lifters?

HMW make the gym less intimidating for newbies?

HMW make the gym a safe space socially?

HMW provide people who don't want to workout with others with a non-physical companion that will make working out more fun/productive

HMW reduce anxiety associated with the gym?

HMW integrate exercise with social life?

HMW make the gym a more sociable place?

HMW help people connect with their friends over the gym?

HMW build more community in the gym?

HMW help individuals bridge the gap between their other interests with their exercising habits?

HMW help people enjoy their workouts with non-social aids (such as music)?

HMW help others meet new people who have similar interests at the gym?

JILL'S HMW BRAINSTORM

POV#2: Jill
We met Jill, a full-time editor at Stanford magazine and journalist, who loves staying active and playing soccer despite being a mom of two. We were surprised to notice that she had to keep insisting her neighbors let her join their soccer teams despite being good friends with them. We wonder if this means that she struggles finding a community to play soccer/stay active with. It would be game-changing to provide her a way of easily connecting with people who like soccer as much as she does that are within her proximity and want to play with her.

HMW allow parents to be active with their kids?

HMW alert others of who is playing a sport they like nearby

HMW make sports teams less elitist?

HMW make people aware of teams looking for new players

HMW create fun sports challenges that can only be done with other people

HMW find Jill a soccer community?

HMW connect people with the same interest in a specific geographic range

HMW provide a platform for people to post sports events they are hosting

HMW help Jill introduce soccer to new players?

HMW motivate people be more open to working out with other individuals?

HMW help individuals find their interest in other workout activities that are implicitly social and more open to new individuals (e.g. yoga)?

HMW foster bonds over common interests like soccer

HMW make time for parents and busy individuals in their day without other responsibilities dedicated to activity?

HMW promote community at public parks/soccer fields

JESSICA'S HMW BRAINSTORM

POV#3: Jessica
We met Jessica, a full-time nurse manager, who has just started taking up yoga classes in her free time again after a ten-year break. We were surprised to notice that she sees working out beyond college as an opportunity for social networking instead of for the sake of movement and staying active. We wonder if this means that she has a hard time meeting people outside of work or in her day-to-day life. It would be game changing to find her a way to meet like-minded individuals that have the same aim to connect while moving.

HMW make exercising a social activity?

HMW allow for active people to summon fellow active people when exercising

HMW provide people with information on classes nearby that people within a specific age group frequent

HMW identify lonely people and bring them together

HMW provide people with information on affordable activity classes nearby

HMW provide people with ways of social networking/approaching others

HMW introduce workout classes in a specific industry to help those specific individuals workout together while networking?

HMW allow people meet new individuals at every class or exercise session that they attend?

HMW find Jessica a fitness community?

HMW introduce social activity to other forms of exercise?

HMW help Jessica refocus on the purpose of exercising?

HMW find a way to have the place of work introduce yoga or other exercise classes as a break in the workday for their employees to do together?

HMW identify like-minded individuals for people

ANISSA'S HMW BRAINSTORM

POV#4: Anissa
We met Anissa, a recent college grad working as a physical scientist in San Francisco who does not consider herself to be an active person. We were surprised to notice that her main concern about going to the gym or exercising was her fear of being judged by others while exercising, but she would consider working with a trainer. We wonder if this means that she lacks a community that she would feel comfortable exercising with and the knowledge to get into it. It would be game-changing to provide her with a way of building a comfortable community with others that she can exercise with and ease her into working out.

HMW find a way for inactive people to meet other individuals who have just started working out to bond with?

HMW make people feel comfortable with new people

HMW make fitness more accessible and less intimidating?

HMW find Anissa a cost-effective way to receive personal training?

HMW allow people to identify exercises that they feel more confident participating in

HMW convince inactive individuals of the benefits of working out and exercising to motivate her more?

HMW provide a free confidence booster for people?

HMW introduce inactive individuals to other forms of physical activity that are more social and open and less intimidating than the gym?

HMW reduce her anxiety and fear of being judged when exercising?

HMW allow people to meet others who will not intimidate them

HMW get more experienced individuals to help newcomers out at the gym?

HMW create a comfortable environment for people to work out in?

HMW provide people with a way of training that does not require a physical being present and for her to go to the gym

MADELEINE'S HMW BRAINSTORM

POV#5: Madeleine
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HMW condense information from trustworthy sources into an accessible form

HMW prevent people from exercising ineffectively or dangerously?

HMW have information be validated by professionals before people consume it?

HMW connect people with fresh reliable information sources

HMW reduce the prevalence of misinformation?

HMW get scientists to publish information on their studies that more people can understand and use?

HMW let people fact-check information

HMW provide credible health & fitness information to people everyday easily

HMW distinguish between trustworthy and fake fitness information?

HMW get people to think more instead of just believing everything they read?

HMW make sure that everyone has access to the same information about their health regardless of their education?

HMW disprove myths to people so they remain educated and up-to-date on health discoveries

SOLUTION BRAINSTORM #1

HMW find a suitable workout community for people of all fitness backgrounds?

Have people create a custom profile with their exercising habits and find people that have a certain percentage of similarity

Create an app that analyzes daily activity and matches users with similar activity levels

advertise affordable group exercise classes

a virtual gym for people who aren't in the area or may even want to workout at home

Create a space for users to interact and support each other. This could be through forums, chat rooms, or social media integration.

some kind of forum where people create athletic gatherings at parks and gyms

allow people to meet new people (like a friend matchmaking app) but for active interests and goals to create a community if it doesn't exist

Ask users what type of activities they like to do and suggest them nearby places where they could exercise

An app that alerts users to nearby people working out and in search of buddies

Create a series of work out events that would allow guests with similar interests to socialize and find community

a community app where everyone is allowed to design a workout plan each week that allows people of all fitness backgrounds to try new things and grow

SOLUTION BRAINSTORM #2

HMW make fitness more accessible and less intimidating?

Create a platform where professionals or experienced fitness trainers can post workout information for free for others

an app to remind gym goers to be friendly and welcoming and not buy into toxic gym culture

A platform that alerts users to nearby fitness events/opportunities in their community

Create a non-physical workout buddy for someone that will pretend to exercise when one is doing so and will encourage you

introduce working out in a place like work or school so it removes the how do I get started factor

Create an app that matches users with similar experience levels so that they will not feel alone in their fitness journey

a buddy app matching experienced users with novices to help demystify fitness

Send personalized notifications, such as workout reminders or congratulatory messages on milestones

Create an app that matches users with a user more experienced in fitness so that they may exercise together

partner with gyms to have nights or times just for beginners (maybe a few sessions)

introduce people to new sports and new communities that are in their area and outside of the gym

an AI model as a virtual personal trainer, where you input your goals and needs and a workout plan is tailored for you

SOLUTION BRAINSTORM #3

HMW provide people with trustworthy and helpful guiding information about exercising and fitness?

create an affordable personal training service matching experienced users to beginners

an app where you can record yourself while exercising and the camera can track whether or not you have the right form and if you're doing it correctly

A platform that tracks/provides workout routines and nutrition habits and gives recommended changes

Provide nutrition tips, health articles, and motivational content to users that are research-approved

Develop a library of workout plans and exercises suitable for all fitness levels, from beginners to advanced users, with information guiding them on how to approach each exercis

a social media platform where people can post their workout plans and a professional can verify or look over it

ML classifier distinguishing good advice from garbage

a smart gym that uses tech to guide the individual

A platform that could take a picture of an exercise machine/somebody doing an exercise, then explain to the user how to do the same exercise safely/effectively

Have information endorsed by health professionals on a platform for people to read

help people identify misinformation with general guidelines

Match people with more experienced fitness buddies to provide guidance

POV #4: Jessica

We met Jessica, a full-time nurse manager, who has just started taking up yoga classes in her free time again after a ten-year break. **We were surprised** to notice that she sees working out beyond college as an opportunity for social networking instead of for the sake of movement and staying active. **We wonder if this means** that she has a hard time meeting people outside of work or in her day-to-day life. **It would be game changing** to find her a way to meet like-minded individuals that have the same aim to connect while moving.

POV #3: Jill

We met Jill, a full-time editor at Stanford magazine, who loves staying active and playing soccer despite being a mom of two. **We were surprised** to notice that she had to keep insisting her neighbors let her join their soccer teams despite being good friends with them. **We wonder if this means** that she struggles finding a community to play soccer/stay active with. **It would be game-changing** to provide her a way of easily connecting with people who like soccer as much as she does that are within her proximity and want to play with her.

Solution (for Yusuf's HMW)

Create a non-physical workout buddy for someone that will pretend to exercise with you and will encourage you as well

Prototype: Stuffed Animal Workout Buddy

Find someone to do a 80 second workout while a stuffed animal of their choosing cheers them on. Let them customize the stuffed animal at the end.

KEY ASSUMPTIONS

- Some people don't enjoy working out with someone else

- People find it **easier** to make new habits when it's **gamified** - for everyone, regardless of how they workout

Participant: Igor

- Recruited at Tressider
- 37 years old
- Engineering Manager
- From Russia
- Active individual
  - Runs 3x a week
  - Tennis 1x a week
  - Prefers working out with others

Process

Choose a workout buddy

Do the 2 minute workout

text in video says "You can do it!"

Customize your workout buddy

RESULTS + INSIGHTS

WHAT WORKED

- Appreciated the **support** factor
- Felt more **positively** about working out, especially in the presence of someone else

WHAT DIDN'T WORK

- Didn't like that the interviewers were not working out with him
- **Hard to find** an individual willing to try this out as well as a location

KEY TAKEAWAYS

- People **won't enjoy** this as much if they **already prefer working out others** - prefer human interaction more
- **Customizing** the experience made it more **fun**
- The second assumption = true
- Weren't able to test first assumption on an individual who doesn't like working out with other people, which is our primary audience for this