

# A4: Concept Video

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# 01

## Intro



# Our Team



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# FitBud

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Your new pal, here to make fitness fun and easy



# How did we choose our name and one-liner?

- We wanted a name that emphasized our focus on fitness, as well as the concept that our app will provide a virtual workout friend
- We also wanted our slogan to emphasize the gamification aspect of our product that really makes it easy to work out without you having to put in too much effort



## Problem

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- People **don't actively try to change** their fitness-related **habits** (regardless of current activity level)
- Some like working out with others and others dislike it, but everyone looks for some sort of **support when starting out their fitness journey**
- Fitness, like any other habit, requires **a lot of activation energy, effort, planning** to make it **consistent**

## Solution

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A **gamified virtual workout buddy** that **schedules** your workouts, keeps you **accountable**, and **accompanies** you through your workout, making it easier to workout and is **adaptable** to your needs

# Target Audience

**Anyone** - the primary goal is to be an adaptable tool/companion for anyone on their fitness journey

Especially helpful for...

- Individuals who feel **unmotivated** to work out
- **Beginners** who need guidance on how to get started
- People struggling to **find time** in their schedule



# 02

# Market Research

You can enter a subtitle here if you need it



# Fitcoin

An app that rewards points (which can be redeemed for rewards) for walking with additional social features

## What Worked?

- **Simple** to use
- **Gamifies** fitness goals and offers **rewards** as a form of **motivation**
- Links users with **friends** and helps to create a **fitness community**

## What Did Not Work?

- Rewards are **not plausible** (real money)
- Focus on **just walking**, no diversity of workout opportunities
- **Missed** opportunity for **customization** of avatars



# Fitcoin

An app that rewards points (which can be redeemed for rewards) for walking with additional social features

## What Can We Learn?

- We want our app to encourage people to try a **variety of workouts** or allow them to participate in the workouts that interest them
- Our gamification will offer more **feasible rewards** that offer both fun and motivation
- Good implementation of **social features** and linking with **friends**



# Evolve

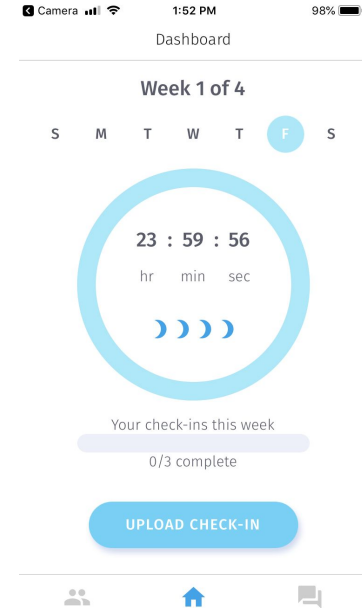
*An app that uses community as both a form of pressure and encouragement to help people reach fitness goals*

## What Worked?

- Builds **discipline** and provides initial **external motivation** to start working out
- Uses **community** and **social pressure** to motivate individuals

## What Did Not Work?

- “**Elimination**” process **not too friendly** to people who want to build the habit but are struggling
- Doesn't work as well for people who **aren't influenced** by **peer pressure** or **don't like the social** aspect of fitness

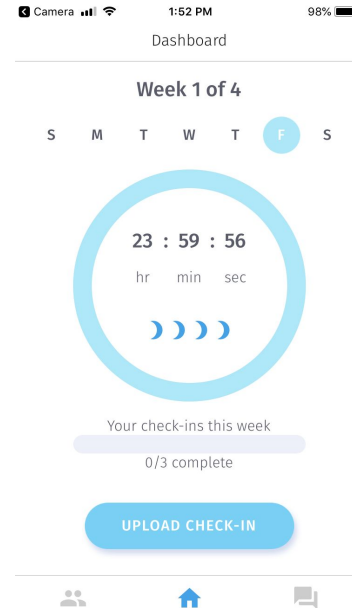


# Evolve

*An app that uses community as both a form of pressure and encouragement to help people reach fitness goals*

## What Can We Learn?

- Need to make **socializing** an **option** that the user can choose to focus on or not
- Be **more friendly** than focusing on elimination (second chances) but find **a balance** because you do **need accountability**



# MetaGym

*A VR gym that allows you to receive training and community support from anywhere in the world*

## What Worked?

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- Provides **instruction from experts**, allow **newcomers** to learn techniques
- Allows users to build **workout communities** and **socialize**

## What Did Not Work?

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- Ability of users to exercise in VR is questionable (**not accessible**)
- Lacks a source of **external motivation** for struggling **beginners (removing activation energy)**
- Socialization is a requirement, some may **want to work out alone**



# MetaGym

*A VR gym that allows you to receive training and community support from anywhere in the world*

## What Can We Learn?

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- We won't be focusing on providing trainers, but we will **provide instruction** on how to complete exercises so that users won't be left in the dark
- Our **gamification** will allow for **motivation**
- Will be easily **accessible** to all



# 2Fit

*An app where you can meet a workout partner*

## What Worked?

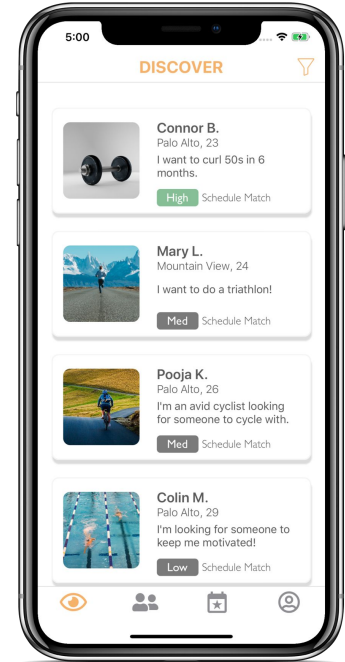
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- Focuses on building community and **finding workout buddies**
- **Schedules workouts** with friends to make the process even easier

## What Did Not Work?

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- No assistance for those who want to **workout alone**
- Not as helpful for **beginners** to ease them into fitness
  - How about two beginners - how will they get started?





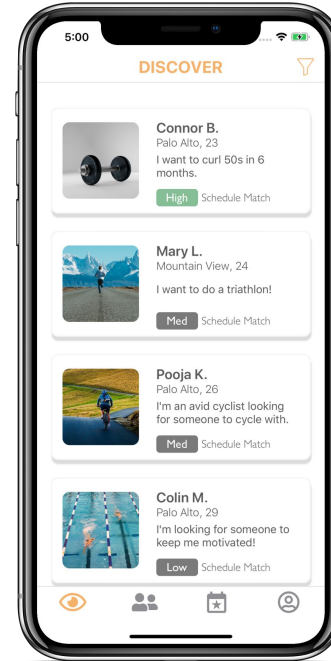
# 2Fit

*An app where you can meet a workout partner*

## What Can We Learn?

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- Similar to evolve, need to make **socialization** more of an **option** to also help the audience of **individuals who want to workout alone**
- **Scheduling workouts** to simplify the process for two people is very **helpful** (one of our current ideas that seems to work)



# Level One

*An app where you can play a video game to level up your fitness skills*

## What Worked?

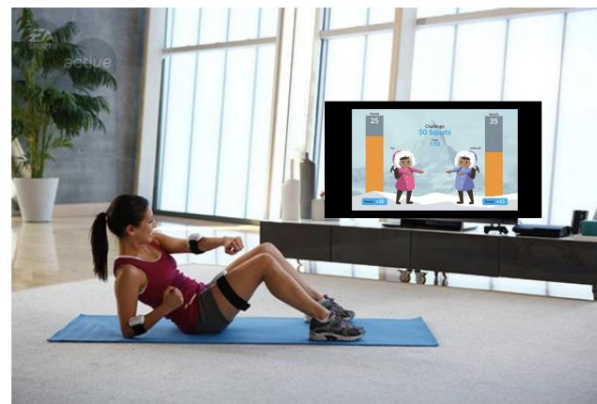
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- Provides **guided workouts** in the form of a game, offering guidance and motivation all in one
- **Tracks progress**, offering motivation for users seeking to progress further
- Allows for **users to play with friends**

## What Did Not Work?

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- Need to do it at home with the **TV** - **not** many options for the **outdoors**
- Does **not** help with **scheduling workouts** with friends/finding people to workout with



# Level One

*An app where you can play a video game to level up your fitness skills*

## What Can We Learn?

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- Gamification will support **accountability** and **repeated use**
- We will help users sync up with friends who may be **exercising at the same time**
- **Accessible** everywhere



# goFIT

An app where you can track goals and share progress with friends

## What Worked?

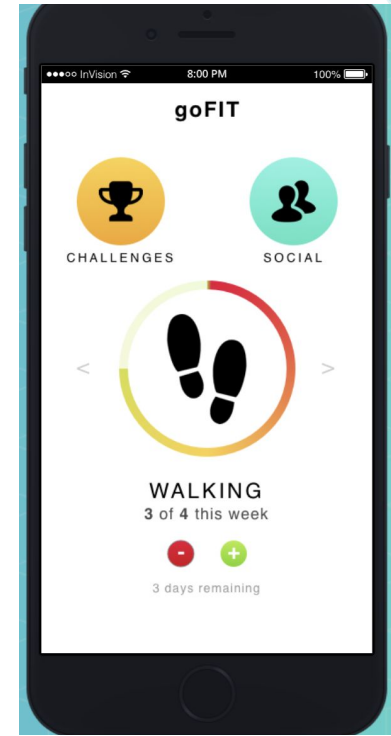
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- Allows you to set **personal fitness goals** that vary over different disciplines
- **Optional social aspect** for those who are interested in challenging friends
- Good for **tracking progress**

## What Did Not Work?

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- **No guidance** for individuals who may not know what to do to progress towards their goals
- Very **limited functionality** - need to be motivated already to use



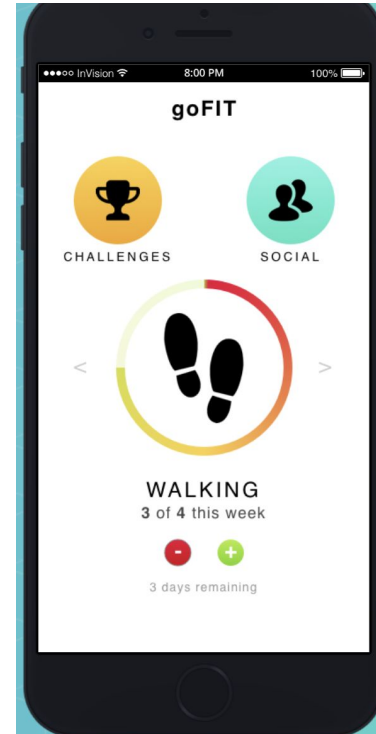
# goFIT

*An app where you can track goals and share progress with friends*

## What Can We Learn?

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- Need something to support beginners
- Keep users **engaged** with new **innovative features**
- Add features for external motivation or to **lower the activation energy**



	Fitcoin	Evolve	MetaGym	2Fit	Level One	goFIT
Gamification	✓	✓			✓	
Provides Motivation for Repeated Use	✓	✓			✓	✓
Offers Community	✓	✓	✓	✓	✓	✓
Allows for solo workouts	✓				✓	✓
Lowers Activation Energy	✓	✓			✓	
Customizable goals		✓	✓	✓		✓

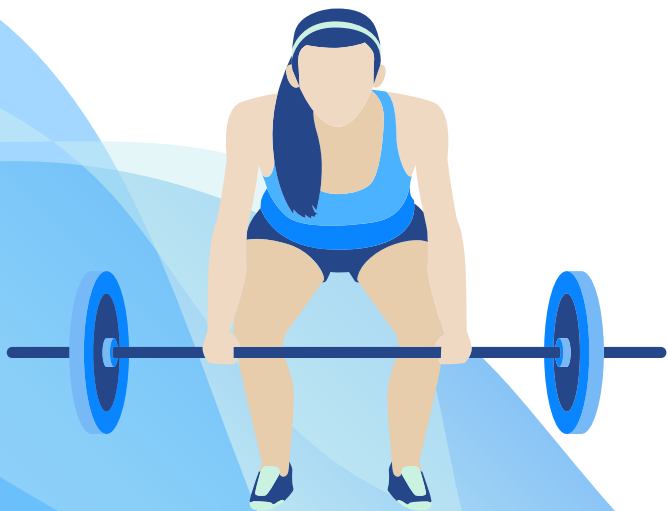
# 03

## Values in Design

Stakeholders, Ethics, Tasks



# Stakeholders



## Direct Stakeholders

- Users (our target audience, but also any individual who uses the app)
- Us, the developers
- (Future) sponsors or investors

## Indirect Stakeholders

- Other people in the gym
- User's friends and family
- Government or other regulatory entities
- Health and fitness experts
- Competing apps or individuals, such as personal trainers



# Ethical Concerns: THE SCANDAL

## Users who fail their goals could face self-esteem issues

- Users who seek out a workout app may already feel subpar in their exercise habits
- Failure to meet goals set by the app may worsen their feelings of ineptitude
- Could damage body image

## Our Thoughts

- We should ensure that users who fail to meet their goals/challenges are met with positive reinforcement rather than scolding/punishments

# Ethical Concerns: THE BACKSTABBER

## Misuse of Data and Lack of Privacy Protection

- For one of the features, we are asking users to share their calendars
- Calendars contain personal information and if this information was leaked or used inappropriately, it would be incredibly wrong
- Our users would begin to distrust us and it would pose many ethical problems as well
- Similarly, this applies to their health and personal information that they are sharing with us as well

## Our Thoughts

- We should reassure users by informing them that we do not view their calendars or other personal information, it is solely used for their own benefit
- We should ensure that users are not able to discern information about their friend's calendars/fitness level via our scheduling feature
- It is also vital that we protect the data given to us by users and ensure that it is kept safe and is only used as we have intended it to be used

# Ethical Concerns: THE SIREN

## A user might rely too heavily on the app for their workout education

- Drawn in by the validation offered by our app, users might start to neglect to learn proper technique
- They may also begin to neglect other sources of information on what is best for their bodies
- This would undermine our goals of helping users obtain fitness goals

## Our Thoughts

- We should aim to provide instructions for challenges/workouts when applicable
- By suggesting exercising with friends and attempting to link friends together, we hope that they will help each other maintain proper technique

# Ethical Concerns: THE SIREN (Part 2)

## Gamification of Health

- The gamification of exercise could lead to unhealthy exercise habits among users
- It may cause individuals to workout far more than is healthy, increasing risk for injuries and harm

## Our Thoughts

- We should ensure that the workouts we suggest and the challenges we offer will be within healthy limits
- After a certain amount of exercise each day, we should recommend that the user stop
- We should also prioritize and emphasize the importance of sleep and rest

# Tasks (Highlighted in Video)



- Have an accountability and reward system based on my commitment to fitness (*simple*)
  - Primary goal of the virtual “pal” is to help build the habit
- Create a workout plan in an environment accessible to me (*moderate*)
  - Optional to beginners who need additional guidance on what to do
- Connect with friends who are also exercising (*complex*)
  - An optional social component for those who want to meet with friends by allowing them to schedule workouts and finding what workout best meets their individual goals

# Tasks (Continued)



- Find a time to workout that works with my schedule (*simple*)
  - Main feature that helps reduce activation energy to workout and build fitness habits
- Provide workout challenges periodically (*complex*)
  - An additional feature to increase motivation and positive emotions with fitness

# 04 Video

Storyboard and Video Link



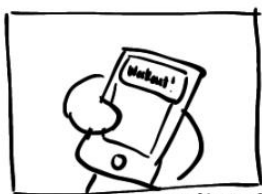
# Storyboard







2) Scroll through TikTok ignoring tasks



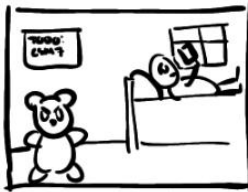
2) Workout notification



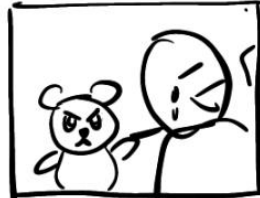
3) Get rid of workout notification



4) Angry & hungry buddy



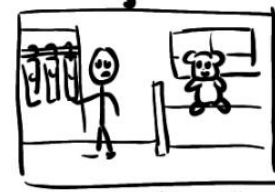
5) Buddy inside room & angry



6) Poke person w/ stick



7) Scare person & tell them it's time to workout



8) Happy buddy while person changes into workout clothes



9) Buddy leads lazy person to gym



10) Buddy brings person to gym



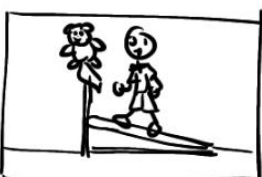
11) Get to machine but person is lost



12) Buddy gives person Workout plan



13) Buddy shows how to do workout



14) Person starts walking out



15) Check off task from plan



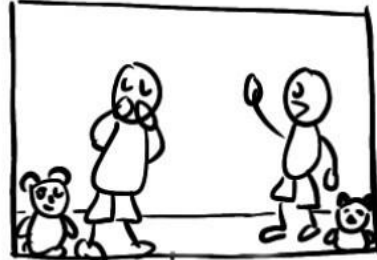
16) Finished workout & happy



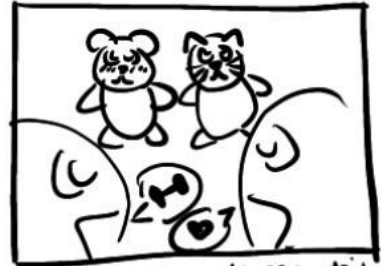
17) Person gives buddy treat for helping him



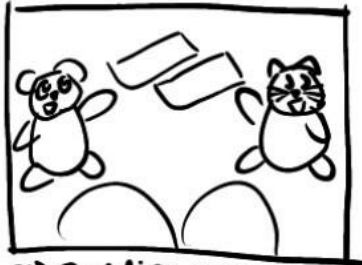
18) Buddy happy eating snack



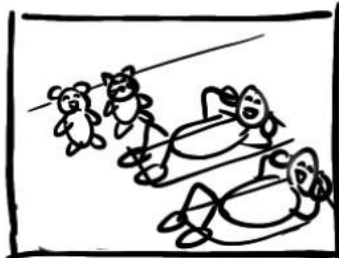
19) Person sees friend



20) Buddies scheme while friends talk



21) Buddies point them to workout



22) People continue working out together



23) Buddies high-5 each other knowing they planned this



THE  
END!

**Click here**  
**for our**  
**video**

