

TEAM MOVEMENT

# CONCEPT VIDEO

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# eMotion

*Feel your workouts*

A play on the words emotion and motion itself, we name our project eMotion as it combines the two. We highlight both aspects of the word in the name of our app.

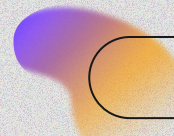


## PROBLEM

Often times when people work out, they do so with exercises based entirely on numeric metrics, and to hit a numeric goal, whether it be a weight, reps, or set count. We've seen through our interviews that this approach to fitness can lead people to feel physical pain, mental exhaustion, and unhealthy habits.

## SOLUTION

With eMotion, we provide a way to workout based on feeling. Through creatable and searchable workouts, users will go through a "feeling journey" throughout their workout, annotating any feelings (both physical and emotional), and have the option to upload these insights for either private or public view.





# Jefit



## What works:

- Organized, easily searchable exercises
- Trackable (numeric) progress
- Message board to ask others questions
- Very customizable (can indicate favorite exercises, make a “workout plan” and set goals)

## What doesn't work:

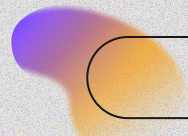
- Message board may be too focused on physique and “progress pics”
- Difficult to track how body feels
- Almost all trackable metrics are regarding weight

## How ours is different:

- Able to search workouts by both emotional and physical feeling
- Much easier to track feelings rather than just numbers
- Allows reflection and logging throughout workout rather than just after

## Implications on our solution:

- Users will choose a workout that best suits their emotional needs
- Users will find the workout more reflective and restorative by keeping track of feeling





# Nike Training Club



## What works:

- “Browse” tab to branch out
- “For You” board, some algorithm to suggest new workouts
- Holistic - has advice on food, comfort, sleep in addition to workouts

## What doesn't work:

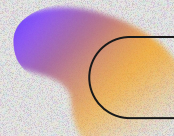
- Algorithm only runs on ratings given to workouts and past activity
- Only trackable numbers are “minutes worked out” and “calories burned”

## How ours is different:

- Emotion and feeling play much larger roles
- Can create workouts, not just find premade ones
- Allows for introspection and being in touch with one's body

## Implications on our solution:

- Users will prefer to create their own workouts based on suggestions related to their emotional states
- Users will find themselves making progress and feeling better by looking back on their emotional journeys over time





# Tonal

The logo for Tonal, consisting of the word "TONAL" in a bold, black, sans-serif font. The letters are spaced out and have a slight shadow effect, giving it a three-dimensional appearance as if it's floating above a white rectangular background.

## What works:

- Offers custom workouts based on preliminary strength assessment and machine learning.
- An array of personal trainer personalities to choose from

## What doesn't work:

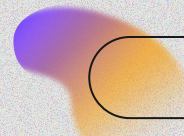
- Inability to track feeling associated with workout
- Very goal oriented and specific image of fitness

## How ours is different:

- Allows users to track their own emotions associated with each workout
- Allows users to choose their own goals.

## Implications on our solution:

- Users want to track their feelings
- Users have different goals than traditional workout apps
- Users are willing to report their feelings as they are working out





# Peloton



## What works:

- Offers wide range of workout types (strength, meditation, stretching, yoga, outdoor, etc)
- Users able to participate in public “challenges” that aren’t all based in numeric metrics
- Classes available for different levels of skill (beginner, intermediate, advanced)

## What doesn’t work:

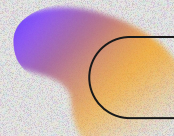
- No way to write text notes (at least not that I can find)
- Many classes require a paid membership

## How ours is different:

- Will provide a very clear and intuitive way to write annotations in workout
- Free shared workouts created by other users

## Implications on our solution:

- Users will take the time before, during, and after a workout to write in how they are feeling
- There will be a community of users who trust one another to create and upload workouts





# eMotion VALUES

## REFLECTION

We want to encourage people to truly reflect on how fitness makes them feel

## INTENTION

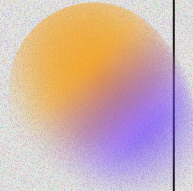
Through intention, we can set and achieve healthy goals

## COMMUNITY

We want to engage a community of reflective exercisers

## WELLNESS

Our ultimate goal is the wellness of our users





**SIMPLE**

Find a feeling-based workout based on given emotion (or set of emotions) - base functionality

**MODERATE**

Add personal annotations throughout workout to track feeling - commonly used added feature

**COMPLEX**

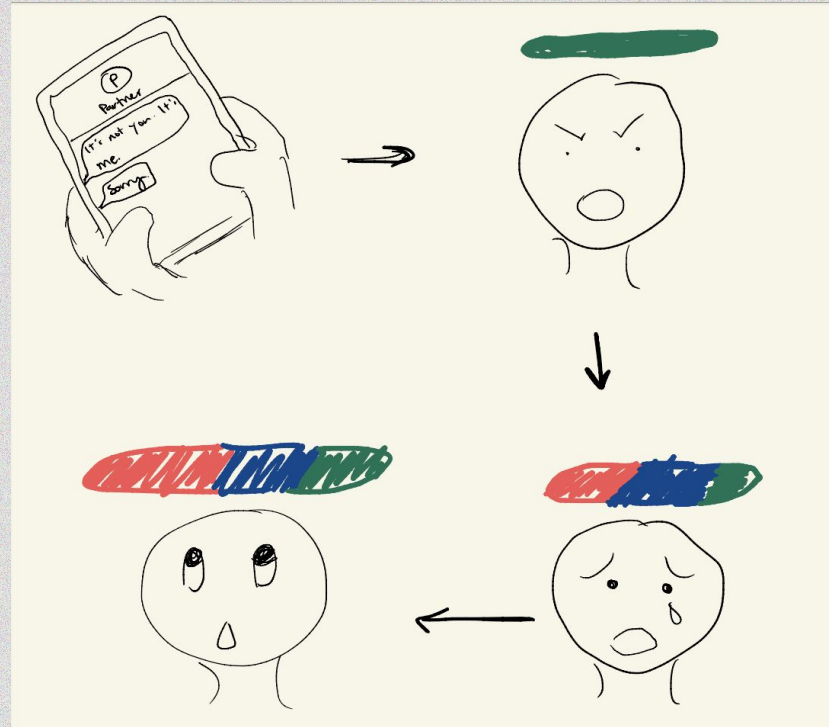
Upload and receive workout recommendations with other users based on current feelings - less-used



**TASKS**

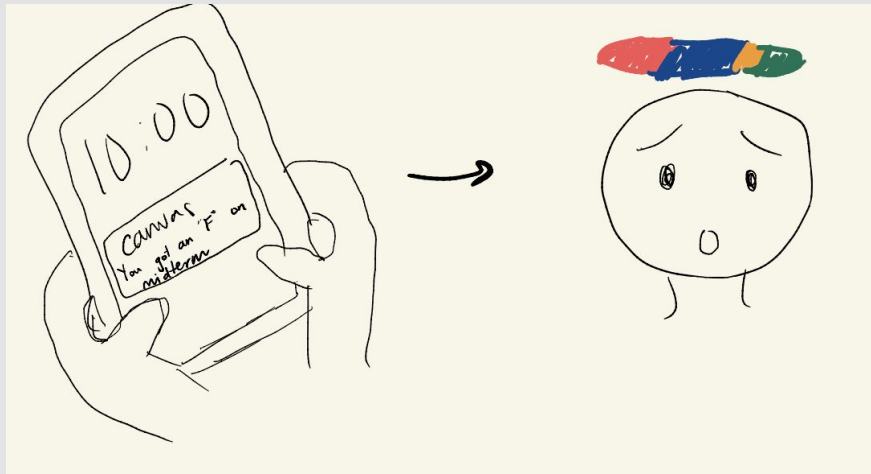


# Storyboard



Ethan's partner ends things over text. His status bar updates to reflect anger and sadness replacing some of his happiness



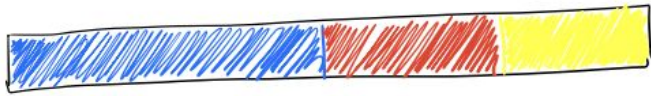


Ethan checks his phone again to see that he failed his midterm, changing his status bar again

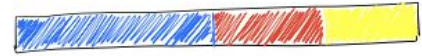


Shot of ethan running after the bus he missed, causing his status bar to update one last time



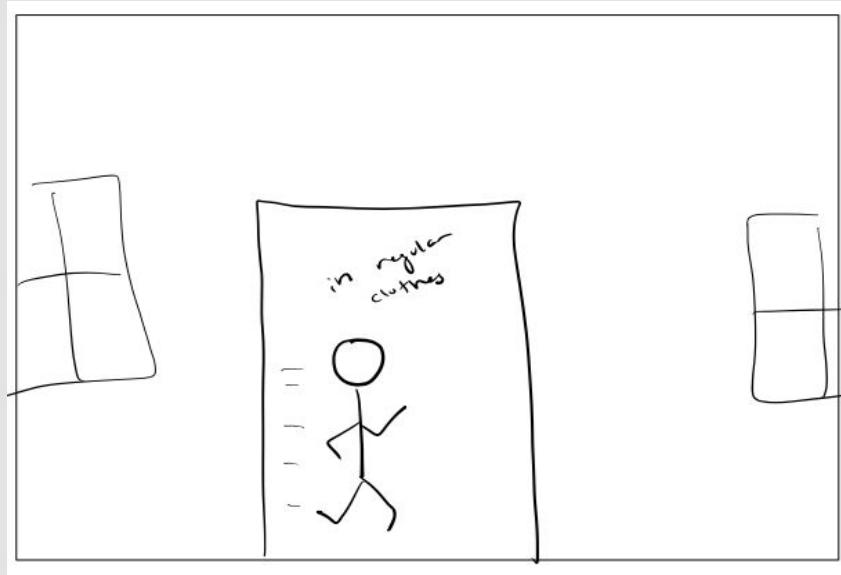


Close up of updated status bar with different colors

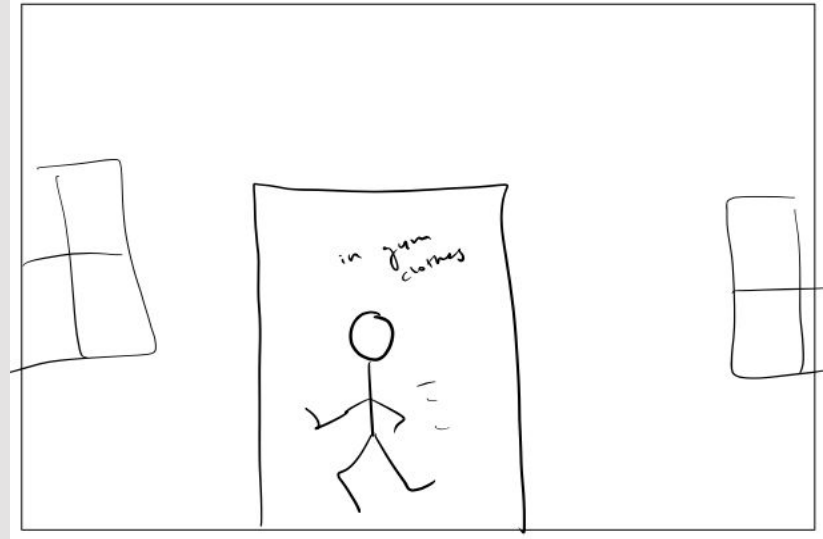


Shot of Ethan looking up and noticing his status bar



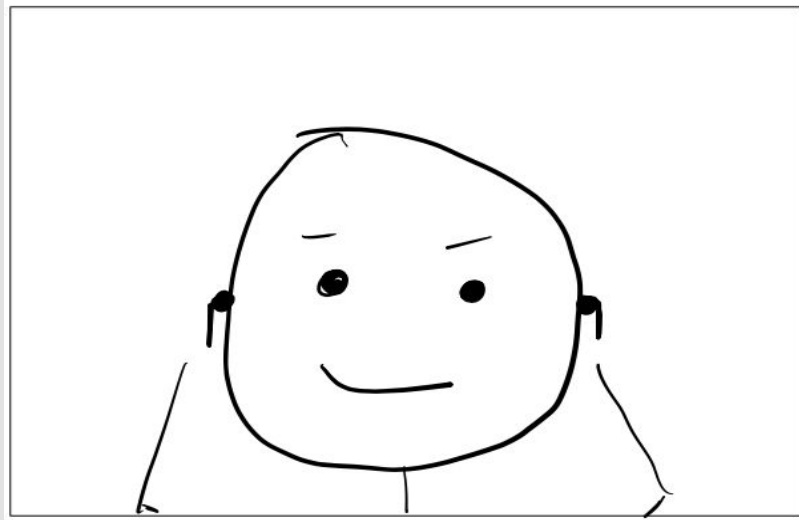


Ethan runs into his dorm (wearing his regular clothes)

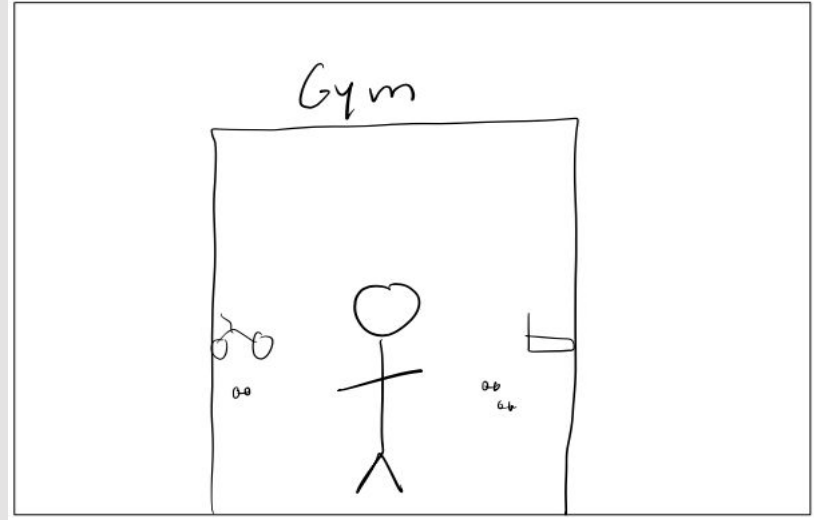


And Ethan emerges moments later wearing gym clothes



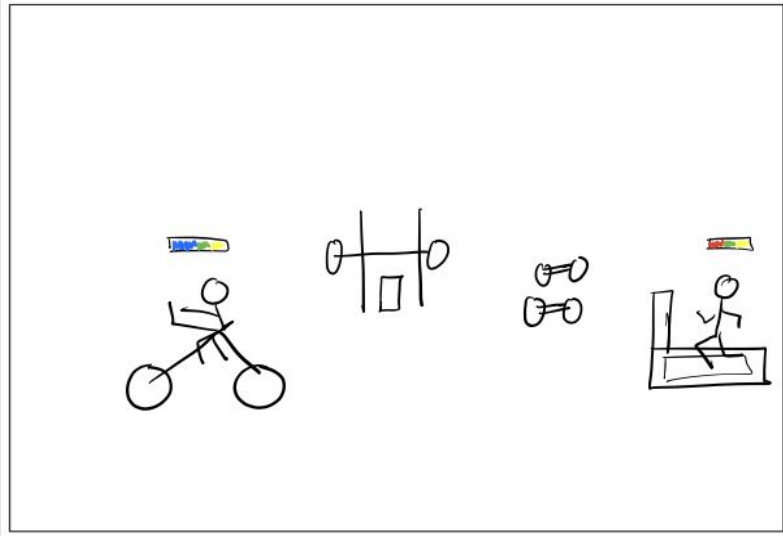


Close up of Ethan putting in headphones, and music starts playing (that reflects his mood)

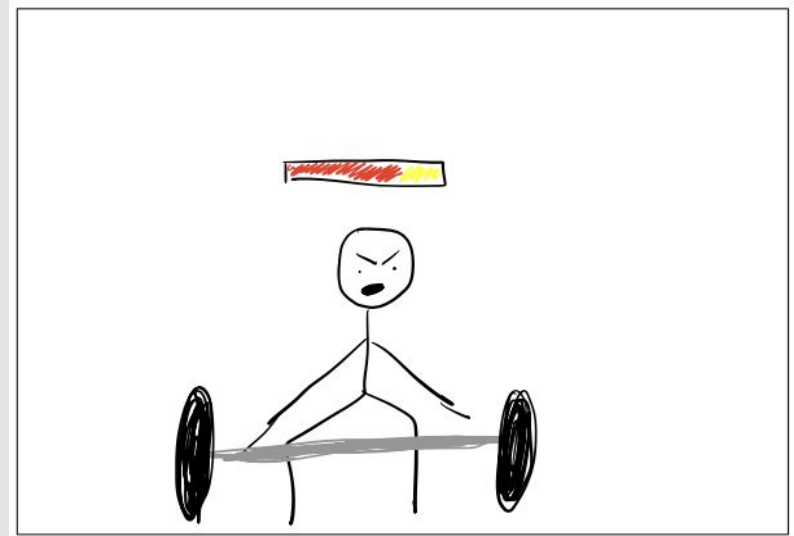


Ethan walks into the gym, with view of various exercise equipment in the background



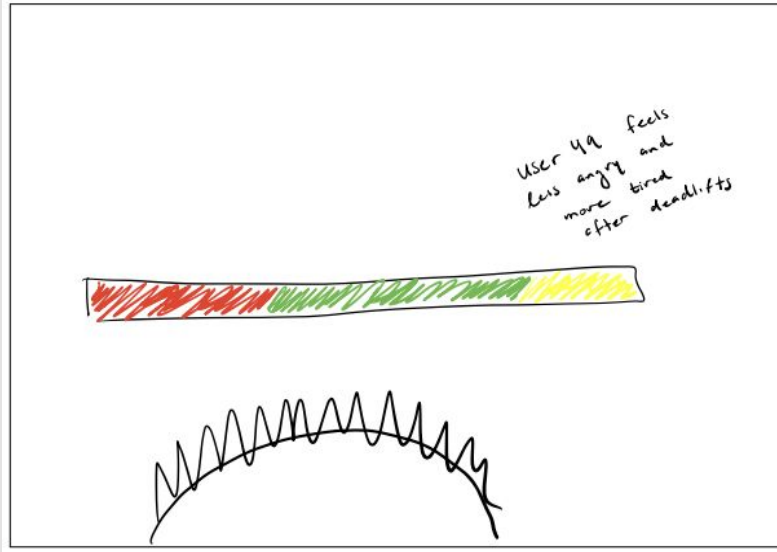


A pan shot of the gym, showing various other people, each with status bars, exercising

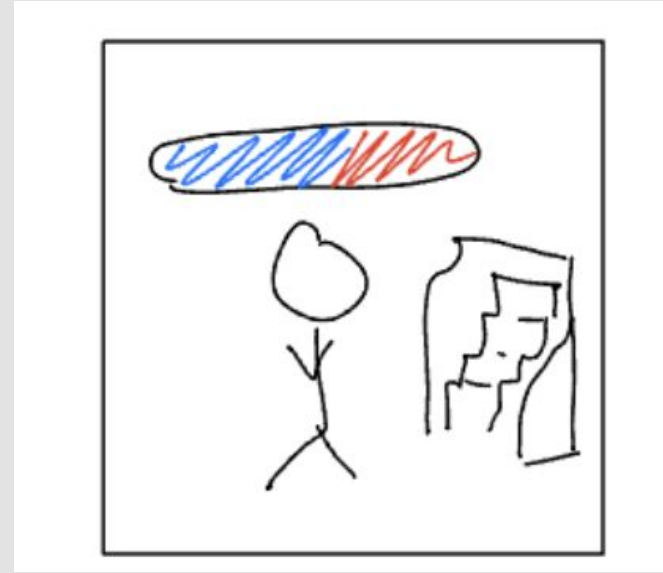


Shot of a different gym-goer lifting a heavy weight





This other gym-goer's status bar updates, and shows an annotation showing how his feeling has changed



Shot of Ethan seeing the stairmaster and approaching it



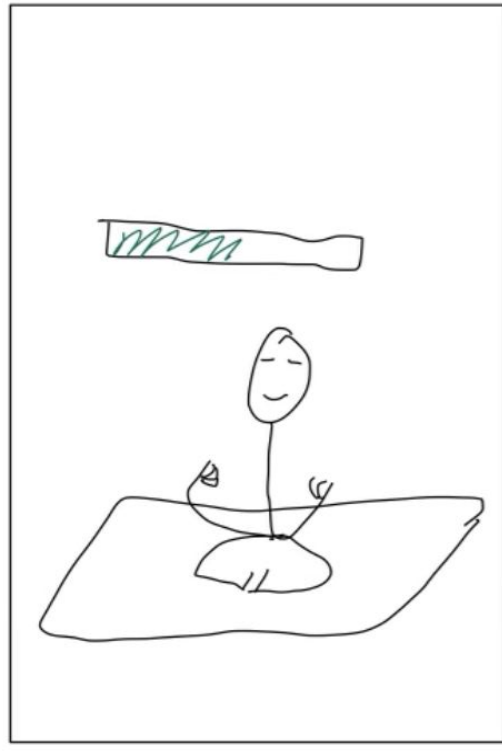


Same angle, Ethan is on the stair master and his status bar is changing once more



Ethan looks up and sees the status bar becoming more green



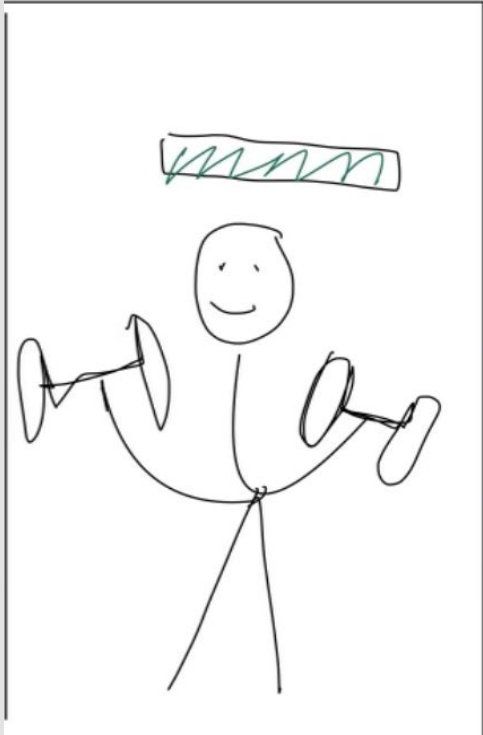


Ethan starts his workout with yoga and stretching, and sees his bar change to turn more green

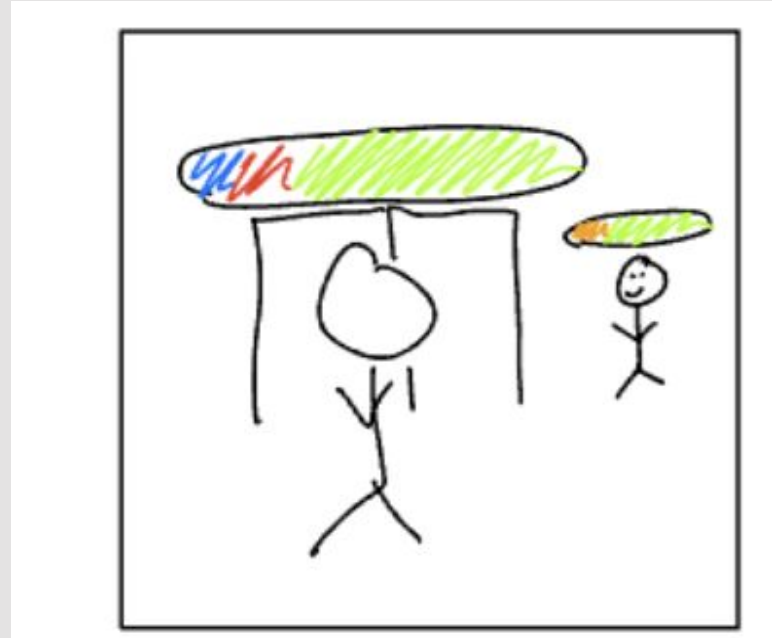


Shot of Ethan on the stationary bike for his second exercise. His bar updates to show even more green



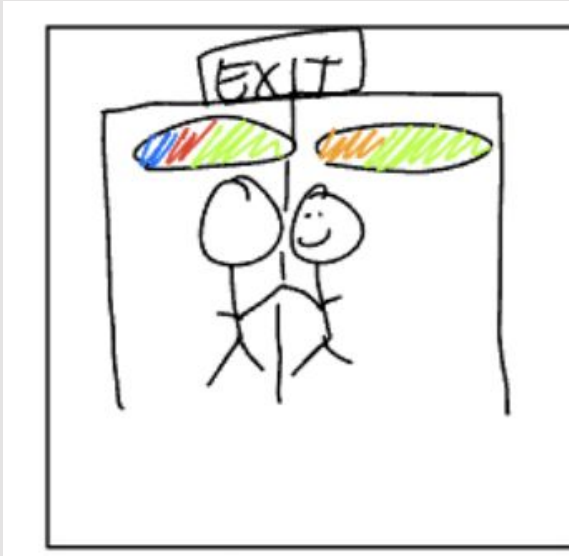


Front-on shot of Ethan lifting weights. His bar fills almost completely to green



Shot of Ethan seeing a friend, recognizing how each other's feelings changed throughout their workouts





Ethan and his friend high-five



Ethan and his friend then leave the gym together, having taken a “feelings journey” on their respective workouts



# Link to Video:

[https://drive.google.com/file/d/1J3tHZaS0S\\_IF7b2JT\\_2O18j-VhyxfmDy/view?usp=sharing](https://drive.google.com/file/d/1J3tHZaS0S_IF7b2JT_2O18j-VhyxfmDy/view?usp=sharing)