

Section 10:30-1:15

Project 3

"Fitness Watch Redone"

Spring 2023 CGT 17208-002

Team 5

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Overview



- **Problem**

- Problem statement, Inspiration, Stakeholder Story, User Statement

- **Solution**

- Design, Addressing potential concerns, Storyboard

- **Conclusion**

- Reflection

- **Questions & Answers**

Problem Statement



- People with busy work schedules and introverted personalities are **not motivated** to go to the gym which therefore causes them to **miss out** on increasing their strength, lessening frustrations, managing weight and other benefits that can be gained by working out
- (Keeping in mind that these people purchase fitness watches and end up not utilizing it for fitness)



Inspiration

- Chat GPT and other chatbots/AI
- Apple Fitness/ Activity app
- Nike Training Club app
- Stories from people who are unmotivated to work out
- The ability for users to use a fitness app on their phone to compliment the same app they have on their watch

↑ Posted by u/Foxonsocks 22F 5'4 SW: 178, CW:160, GW1:154 7 years ago

413 ↓ Totally unmotivated to go to the gym. Does anyone else hate working out for the sake of working out?

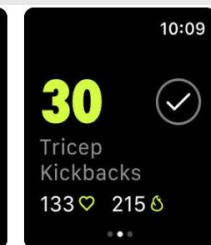
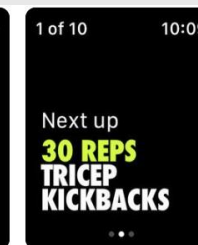
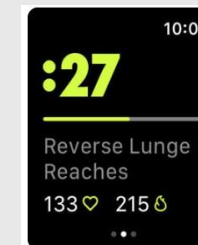
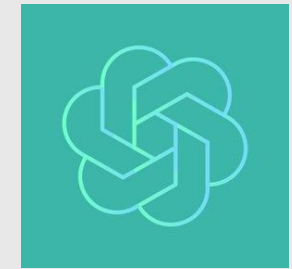
Hi guys,

I've been on here religiously over the last few weeks and it has really helped me with everyone's advice and experiences, and it has motivated me to want to do better.

I have a desk job, but I try to get in around an hour of purposeful walking a day. I am also a fencer in my spare time although I haven't been able to get involved in that for quite a while (until tomorrow though!).

I just wanted to ask how other people feel about the gym?

Sometimes I'm so into it and look forward to working out and doing cardio, but at the moment I have been completely against the idea of working out and suffering from the soreness for a while.



Stakeholder Story

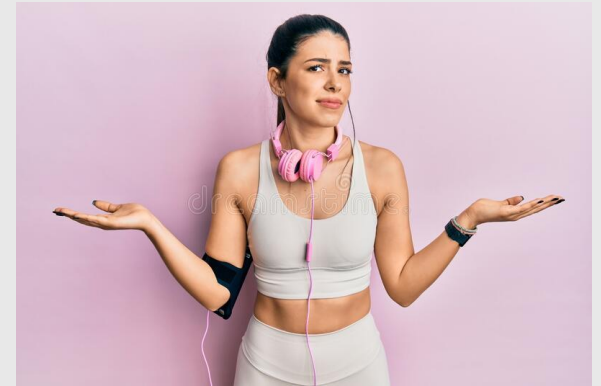


- Jim is a mid 20's 3D artist for a large game company
- He works long hours and when he goes home, he doesn't want to do anything
- He's also slightly introverted, so home time is relaxation time
- Since college, Jim has gained a significant amount of weight
- He's not happy with the way he looks, and while he thinks about going to the gym he doesn't have anyone to give him that push and excitement
- Nothing excites him about going to work out, thus he's stuck
- Jim could use an app to give him that motivation and push he needed

User statement



Individuals who are **unmotivated** to work out because of **busy schedules**, **introverted** personality, or an overall **lack of purpose** in the gym

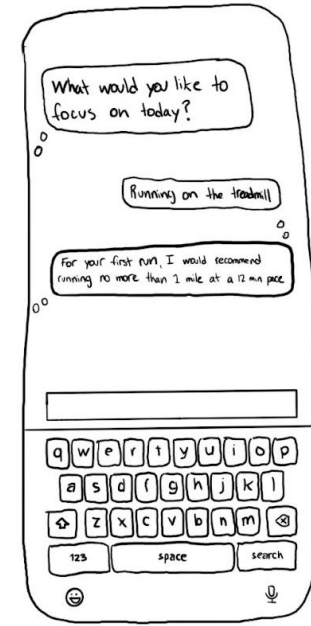
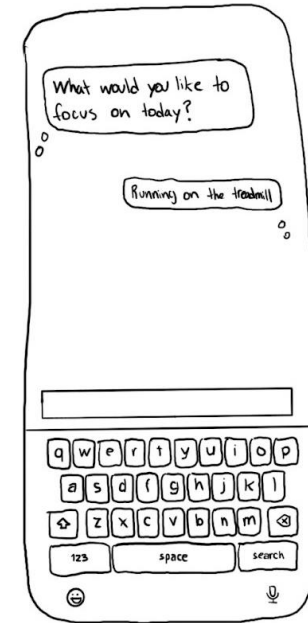


Our Design

- Applicable for both Apple Watch and iPhone
- Gain advice and feedback through **chatbot** conversation
- Ask questions about certain workouts and training
- Set workout goals using the chatbot or through the app
- Receive custom recommendations, advice, words of encouragement

(Body weight, height, experience exercising, etc.)

iPhone app

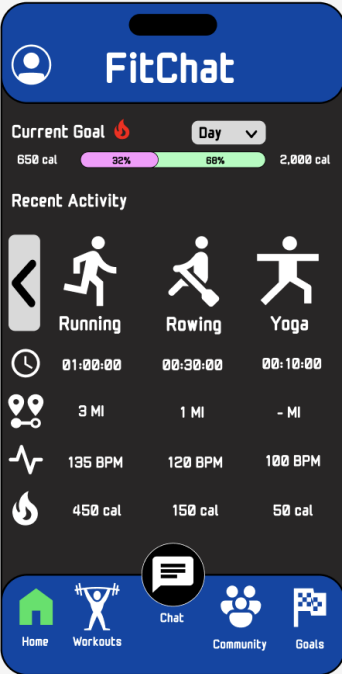


Apple Watch app

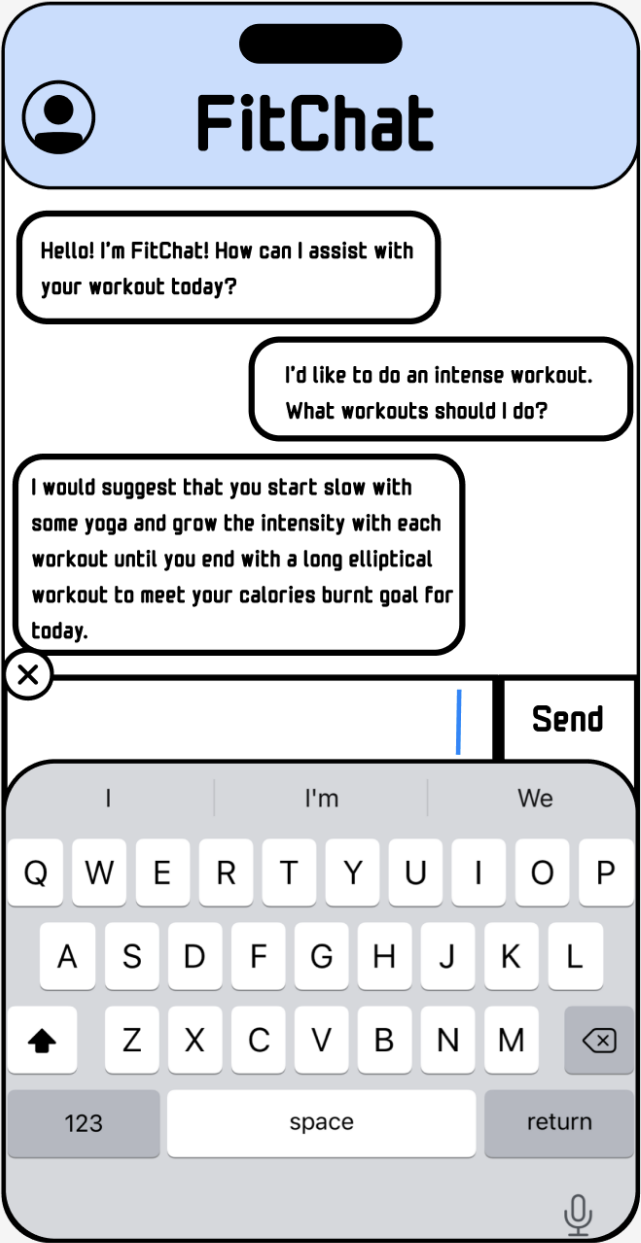
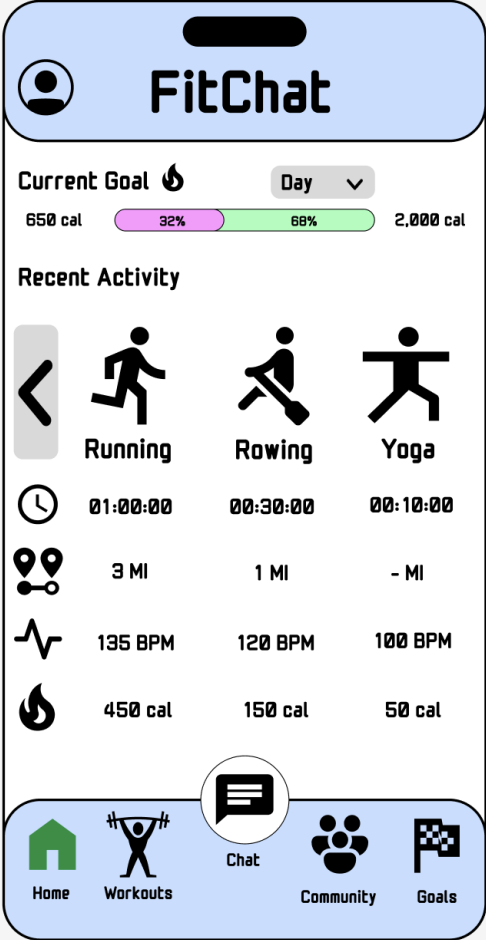


Our Design

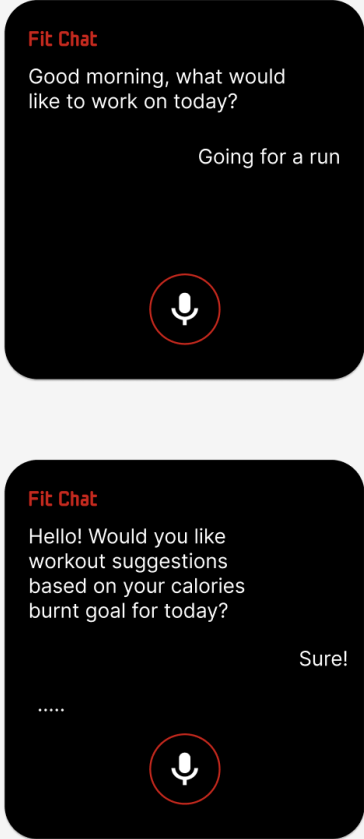
Dark Mode



iPhone



Apple Watch



Addressing potential concerns

- **Target user – Too broad?**

- We know that people who work long hours don't want to go to the gym
- We also know that people who choose to work at desk jobs may have an introverted personality

- **App design – What's the main purpose?**

- The real purpose of our app is to get people who would otherwise avoid working out due to a lack of motivation excited about going to the gym to complete their goals or to challenge friends

- **Profit concerns**

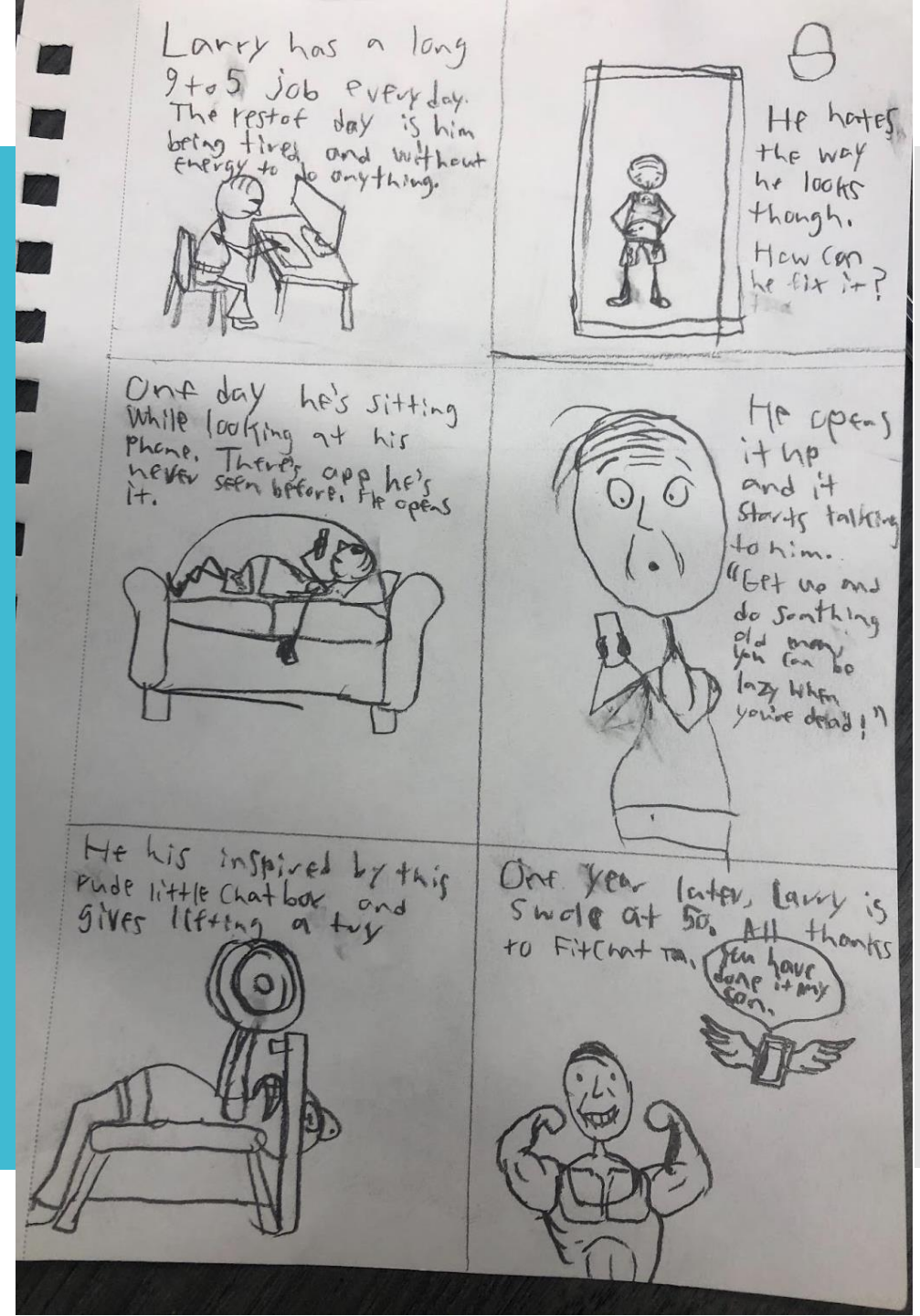
- If there was a concern about how our app would make a profit, we would charge the user a small fee to download the app

- **Why would a user pay?**

- Our app is meant to entice and excite the user with features like challenging friends they can make on the app, but with the **main focus** being our fitness chatbot

Storyboard

Scenario where an unmotivated individual discovers *our* fitness app and uses it to set personal goals and to motivate themselves until they reach their desired fitness level.



Reflection

What we learned

- The target user must have a full story with real feeling and emotion
- Narrowing down the target user for a project with a large scope requires lots of research and brainstorming

What we would have done differently

- Iterate on our initial ideas so we had a running start
- Complete more secondary research

Thank you

Questions?