



# 2Fit

Online/Local Community  
October 11, 2019

# Meet the <sup>2</sup>Fit Team!



**Matthew Landis**

Computer Science  
Junior  
Fun Fact: I love apple juice



**Kaughlin Caver**

Computer Science  
Senior  
Fun Fact: Singer/Songwriter



**Akhil Jariwala**

Business  
MBA2  
Fun Fact: I dance salsa!



**Autumn Warren**

Computer Science  
Junior  
Fun Fact: I can (kinda) play  
the uke

*How do people discover,  
practice, and commit to  
physical fitness in their  
**local communities?***



WE MET...

**Lina** a new member of an MMA gym.



WE WERE AMAZED TO REALIZE...

that although she is satisfied with her current gym culture, she wishes there were **more women** around.

IT WOULD BE GAME-CHANGING TO...

help Lina find a **greater sense of belonging** in the realm of fitness.



# Additional Needfinding



**Leon**

Stanford Sophomore

Age: 18



**Michael**

Product Designer

Age: 28



**Braden**

UCSC Senior

Age: 21

Leon



wants to be social, but also  
productive

“I hate to workout with people.  
People try to talk and it gets  
annoying. The people I workout with  
must be **quiet** or **really funny.**”

Michael



wants to feel accepted  
as he is

“Whenever I go to SoulCycle, I would always feel like my **body wasn’t up to par** with everyone else’s. At Rae’s studio, I’m **accepted as I am.**”

# Braden



wants support from  
peers at the gym

“It comes back to having someone to hold you **accountable**, challenge you while you're there. It adds to the gym experience”



WE MET...

**Lina**, a new member of an **MMA gym**.



WE WERE AMAZED TO REALIZE...

although she is satisfied with her current gym culture, she wishes there were **more women** around.

IT WOULD BE GAME-CHANGING TO...

make people **more comfortable** in gyms where the gender is not balanced.



WE MET...

**Braden**, a busy college senior who has passion for weightlifting and **group workouts**.

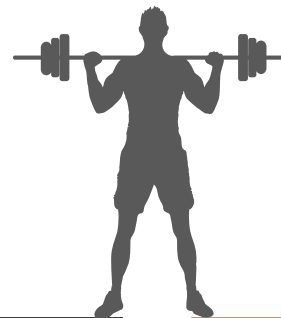


WE WERE AMAZED TO REALIZE...

that Braden does not like going to the gym because **everyone is preoccupied**.

IT WOULD BE GAME-CHANGING TO...

connect exercisers to others exercisers who can **support them**.



WE MET...

**Pulkit**, a yoga practitioner and **team sports** enthusiast.



WE WERE AMAZED TO REALIZE...

he enjoyed team sports so much that he was **willing to skip meals** for a chance **to play more**.

IT WOULD BE GAME-CHANGING TO...

provide exercisers with a **social fitness experience** in a way that's **more convenient** for their schedules.



# HOW MIGHT WE...

Adjust the timing of team sports to not conflict with schedules?

## Connect people with similar fitness abilities?

Help build friendships with others already at the gym?

Make social fitness as accessible as a mobile game?

Help women recruit their friends to come to the gym?

## Make solo fitness feel social?

Recruit staff and employees to even gender imbalance?

## Remove preoccupation from the gym?

Combine social fitness with daily activities?

Bring people physically closer at the gym?

Alter gym-goers neurochemistry to make them more sociable?



HOW MIGHT WE...

Connect people with similar fitness abilities?

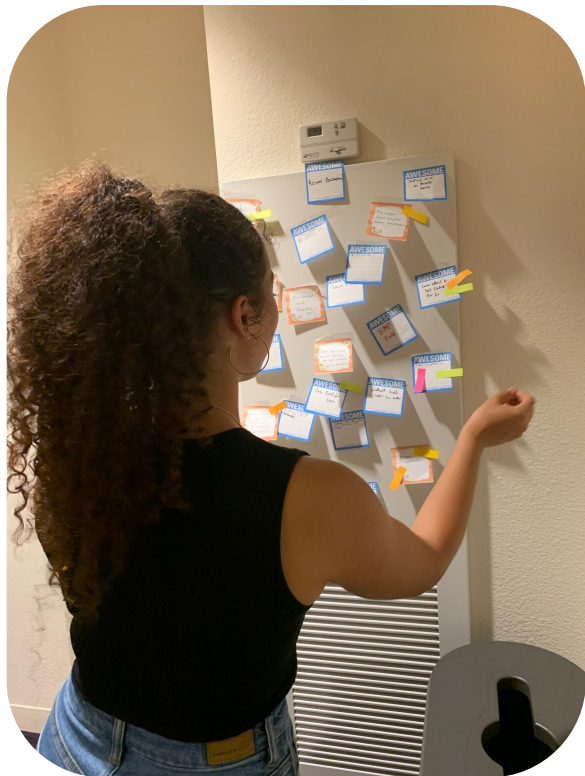
Make solo fitness feel social?

Remove preoccupation from the gym?





# Voting



# Selection





# Top Ideas

**Words of  
Support**



**Tinder for  
Fitness**



**Fitness  
In VR**



# Experience Prototyping 1: Words of Support

**HMW:** How might we make solo fitness feel more social?

**Assumption:** Words of encouragement help individuals who do solo fitness feel more supported by others.



# Results



“Personal notes created a greater desire in me to continue and complete the exercise”

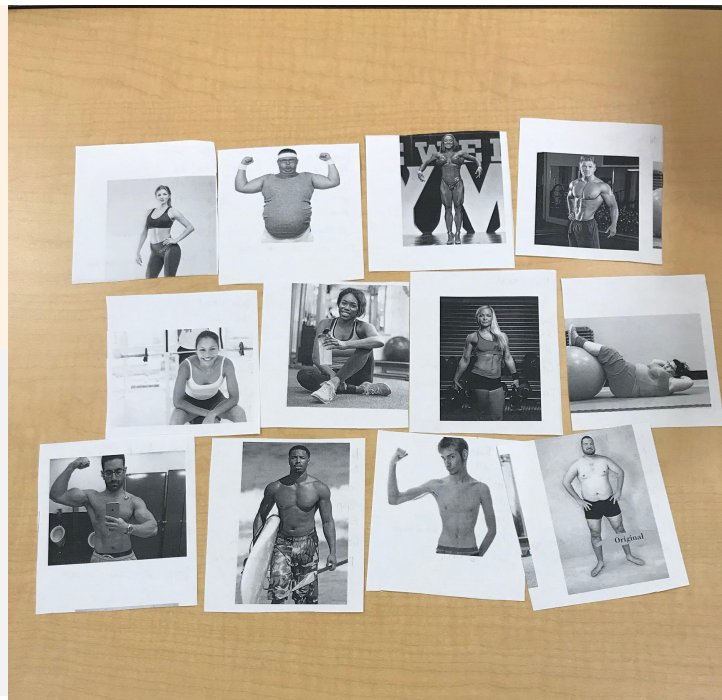


“Some of the prompts felt kitschy and reduced my connection to the exercise”

# Experience Prototyping 2: Tinder for Fitness

**HMW:** How might we connect people with similar fitness abilities?

**Assumption:** People will want to workout with people who have similar or greater fitness abilities.



# Results



“I like the fact that it can be someone new every week”

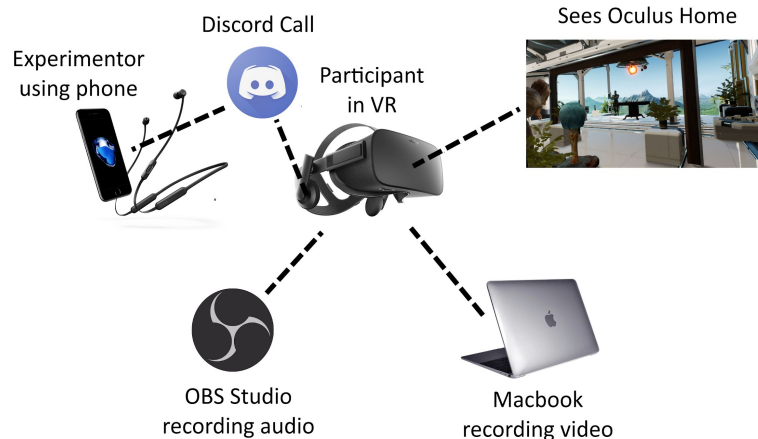


“Just because someone is out of shape does not mean I can not work out with them”

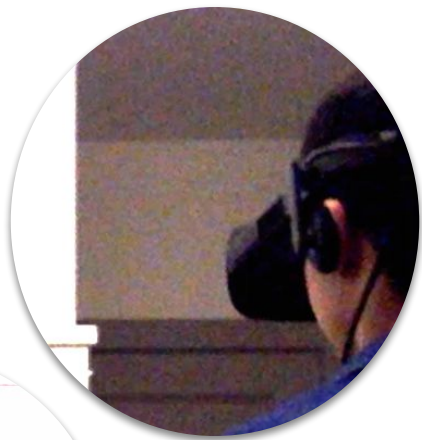
# Experience Prototyping 3: Fitness in VR

**HMW:** How might we make solo fitness feel more social?

**Assumption:** The simulated presence of a workout partner in VR makes fitness more engaging.



# Results



- "I like the VR environment"



- "How am I supposed to work out if I can't see my body?"  
- Headset was uncomfortable

# Solution

The most promising prototype was **“Tinder for Fitness”**

- People have **different preferences** for workout partners, which the prototype **helped them navigate**
- Has the potential to include **words of support** to improve fitness experience for buddies who can only meet virtually
- Has the potential to address several gaps identified throughout the Needfinding process





# Summary

We've selected **enabling social fitness** as our problem space

- Majority of interviewees preferred working out with others

We prototyped ways of **connecting** people to exercise together

- "Tinder for Fitness" was successful
- Motivational messages must be personalized
- Fitness in VR was disorienting and ineffective



We'll be pursuing a solution that focuses on helping people find others to work out with.



Thank you

*From the <sup>2</sup>Fit team*