

POVs and Experience

Prototyping

Team 4
Health and Wellness

Meet the Team



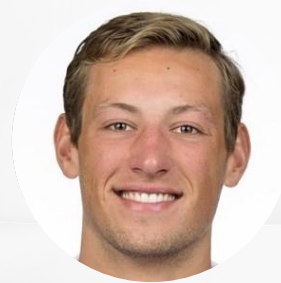
Jenn Hu

—
Senior
IR Undergrad



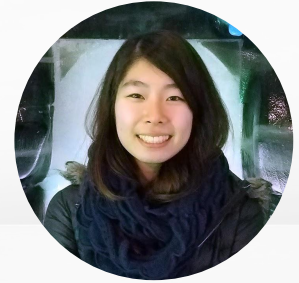
Angel Pan

—
Senior
CS Undergrad



AJ Rossman

—
Junior
CS Undergrad



Emily Yang

—
First-year
MSCS

Recap

Personal Wellness

Physical

Mental

Emotional

Recap

How can we help beginners *start* a physical fitness regimen?

Initial POV

We met Sherry, a young professional who is active on a daily basis and is cognizant of taking care of her health

We were amazed to realize that although she was very physically involved with activities, she felt like she had to be physically qualified enough in order to ask for advice

It would be game changing if users can get help without feeling inadequate and knowing where to find help/know what to ask

Additional Needfinding





Jeanine, Consultant

- ▣ Little to no physical activity
- ▣ WFH and overtime on weekends
- ▣ Enjoys leisurely walks and running errands



Insights/Contradictions

- ▣ Seeing people on social media; compares herself
- ▣ “Back when I went to the gym, it felt like I **had** to enjoy what I was doing even though it felt like punishment”



Kevin, Regular Gym-goer

- Self-led fitness journey since middle school
- Has been going to the gym regularly since high school



Insights/Conclusions

- ❑ Distrusts online information because it **lacked personalization** and was **often contradictory**.
- ❑ “There are so many online workouts out there but a coach just gives you one and **it’s just for me, so I can trust it.**”



Yihui, Muscle Aspirer

- Starting to develop his own fitness and diet regimen
- Goes to the gym 3 times a week



Insights/Conclusions

- Tries to strike a balance between **structure** and **flexibility**
- “I don’t want to pose too many restrictions because it can become unenjoyable and that can break the habit.”

Summary of Insights

We heard...

There is a **pressure** to have **fun** and “**know what you’re doing**” when at the gym.



Our insight...

Users are intimidated to ask for help and **don't want to waste someone else's time** with their ignorance.

Summary of Insights

We heard...

Overly restrictive and structured regimens can cause people to **give up and break the habit.**



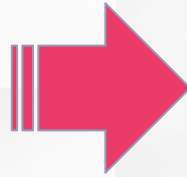
Our insight...

Users want to **avoid feeling like they failed** in a commitment.

Summary of Insights

We heard...

The lack of personalization and contradiction in online sources can make the journey **even more challenging.**



Our insight...

Users have to **spend too much extra time** to cross-reference and verify information to suit their needs.

Revised POVs

POV 1

We met Sherry, a young professional who enjoys being active daily and the feeling of getting stronger.

We were amazed to realize she did not feel she met a certain threshold in physicality and knowledge to ask for advice at the gym even though she played multiple sports.

It would be game changing if there's a sense of security in asking for fitness help without feeling shame or guilt on other people's time and space

POV 2

We met Jenny, a sedentary university student who used to be an avid tennis player in high school.

We were amazed to realize the feeling of hatred she has towards routines because of the pressure it gives her.

It would be game changing if people can adopt flexible, failure-free routines but still move towards their goals

POV 3

We met Kevin, an avid gym-goer who was once inactive.

We were amazed to realize that because he finds online information lacking personalization and often contradictory, he is wary of online guides and information.

It would be game changing if people could save time in absorbing online information and tailor it into something personalized and meaningful

Top 3 HMWs

POV 1

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HMW: Make amateurs excited to ask for help?

POV 2

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HMW: Celebrate small fitness wins and forgive ourselves for small failures?

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HMW: Correct false preconceptions about fitness/physical wellness?

Best Solutions &
Assumptions

SOLUTION 1: App you use at a gym to find those who are experienced and willing to help

ASSUMPTIONS:

- ▣ Experienced gym-goers want to help the less experienced
- ▣ Those who want to help are willing to be identified from the app
- ▣ People seeking help will have the courage to ask people for help when they know who to ask

SOLUTION 2: Cute virtual mascot that encourages the user to perform small fitness goals, evolving as goals are met

ASSUMPTIONS:

- ▣ People care about these mascots enough to be motivated to stay on a fitness routine
- ▣ People will be more inclined to return to a routine if the feeling of “failure” isn’t actually failing
- ▣ People want to be able to visually quantify their progress

SOLUTION 3: Verified channel of fitness tips with links to scientific articles (Khan Academy-like)

ASSUMPTIONS:

- ▣ People will trust information on the app even if it contradicts their earlier assumptions
- ▣ People are interested in the science behind fitness tips
- ▣ People are willing to spend time to increase their fitness knowledge

Experience Prototypes

SOLUTION 1: App you use at a gym to find those who are experienced and willing to help

Prototype 1a: Simulated Gym

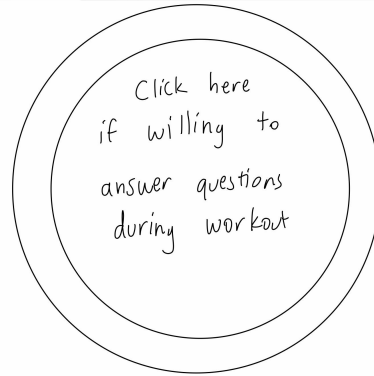
- ▣ Designed mock gym scenario that was done over zoom. Wanted to see how potential helper would react
- ▣ Testing assumption: experienced gym-goers are willing to help those who ask for it

Interviewee: Zack

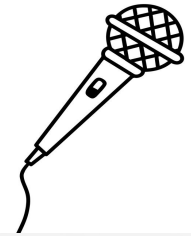
Former college athlete, experienced gym-goer



Zack "walks up" to sign into gym



Presses button to let people know he will answer questions



Ask questions, judge reaction

Prototype 1a Results

Things that worked

- ▣ Seemed excited and pleased at idea of helping people at gym
- ▣ Didn't mind taking 5 min out of his workout (as long as it's at appropriate time)



Things that didn't work

- ▣ "What if I don't like him?"



Surprises

- ▣ He's never had anyone ask him questions at gym before



New learnings

- ▣ Can we give helper some choice in who he helps, such as mentor/big brother model?



Choose your station

Congratulations! You have made your very first step into becoming more fit! Now that you are here, there are many places you can explore. Which area would you like to explore first? *



Cardio stations



Weights area



Machines

Leave the gym

Weight area

Welcome to the weight area! Would you like to lift some weights? *



- Yes, I will do chest press.
- Yes, I will do rows.
- Yes, I will do hammer curls.
- No.
- I don't know how.

I need help!

There is someone over there who is wearing a name tag. It says "Willing to offer gym advice/help." They don't seem to be a person who works for the gym. They are currently resting in between sets.

What do you do to get help? *

- Approach the person with the name tag
- Look up youtube videos on your phone
- Ask someone who works for the gym
- Try to figure it out yourself
- Skip station and move on
- Give up and leave the gym

Prototype 1b: Gym simulator, for new gym-goers

Interviewee: YY
New gym-goer

Testing assumption: New gym-goers are willing to ask volunteers for help

The screenshot shows a Zoom meeting window with a Google Forms survey titled "Gym simulator" open in the center. The survey content includes a welcome message, a "Required" label, and a question: "Welcome to the gym! Open the door to begin.*" Below the question is an image of an "ANYTIME FITNESS" gym entrance. Two radio button options are provided: "Open the door." (which is selected) and "Leave." A "Next" button is at the bottom of the form. The Zoom interface at the bottom shows controls for Mute, Stop Video, Security, Participants (2), Chat, Share Screen, Polling, Record, Closed Caption, Breakout Rooms, Reactions, and an "End" button. On the right side of the Zoom window, two video thumbnails are visible: one for "Jenn Hu" and one for "YY". The browser address bar shows the Google Forms URL.

Prototype 1b Results

Things that worked

- “A volunteer feels closer to my experience level so there is a sense of familiarity in that”
- “If I can’t figure it out myself I will ask for help since I am at the gym already”



Things that didn't work

- “If I am being completely honest, I would not go to the gym alone as a beginner.”
- “I would research how to do things before I get there.”



Surprises

- The fear of failure exceeded user's fear of social interaction
- Sense of familiarity > quality of help



New learnings

- Gym volunteers are not made obsolete by gym workers
- Still prefer to do things alone if possible



SOLUTION 2: Cute virtual mascot that encourages the user to perform small fitness goals, evolving as goals are met

Prototype 2: Fitness Mascot

Google Form showing a cute creature that's requesting the user to help it perform a certain exercise



Creature will “grow up” if user completes task

Help me grow

* Required

Are you new here too? One day I want to grow up big and strong to see the world, but I can't do it alone. Would you like to go on a journey with me?



There are some things I can't do alone and need your help. In order to prepare, we have to do 8 pushups! Were you able to do them? *

- Yes
 No

Yes

No

Take your time! There's no hurry

Yeah this is pretty tough, so take as much time as you need - I'll keep doing my best too



I'm so glad to see you're back! Were you able to finish 8 pushups? *

- Yes
 No

Yes

We did it!

You're amazing :) I also grew a bit thanks to you!



Here is our next goal: 10 squats. Have you completed them? *

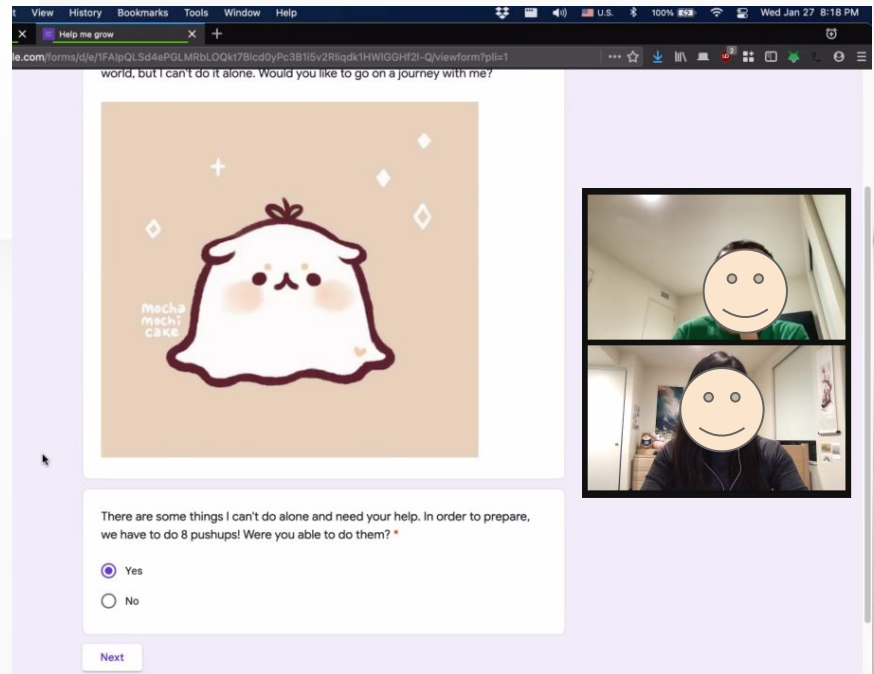
- Yes
 No

PROTOTYPE 2: Google Form showing a cute creature that's requesting the user to help it perform a certain exercise

Interviewee: **Andrew**

Software Engineer, not very active

Testing assumption: **People care about these mascots enough to be motivated to stay on a fitness routine**



Prototype 2 Results

Things that worked

- “The mascot made it more motivational than if it wasn’t there”
- “I was hoping to see it grow more”



Things that didn't work

- “What if I couldn’t physically do the amount it said?”
- Not enough exposure
 - ↳ no deep personal connection



Surprises

- Enjoyed seeing the progression but “didn’t feel like I earned it”



New learnings

- Since he had full control over the process, it didn’t feel as rewarding or satisfying to click each time to see the reward



SOLUTION 3: Verified channel of fitness tips with links to scientific articles (Khan Academy-like)

Prototype 3: Fitness Tips Sheet

- ▣ List of fitness tips, cited with sources ranging from pseudoscience to science backed. Test interviewee's sensitivity towards sources.
- ▣ Testing assumption: **beginners would favor science-backed fitness tips over those that are not.**

PROTOTYPE 3: Fitness Tips Sheet

Tip 1: The best time to workout is when your stomach is empty (e.g. when you first wake up).

Source: Alexandra Cook, Registered Clinical and Sports Dietitian, as featured on The Cosmopolitan.

Tip 2: You should try to cut carbs and sugar from your diet as much as possible.

Source: Whitney Simmons, Fitness Youtuber

Tip 3: Clean eating can be unhealthy as rigid dieting strategies are associated with eating disorder symptoms in women.

Source: Stewart TM, Williamson DA, White MA. Rigid vs. flexible dieting: association with eating disorder symptoms in nonobese women. *Appetite*. 2002 Feb;38(1):39-44. doi: 10.1006/appe.2001.0445. PMID: 11883916.

PROTOTYPE 3: Fitness Tips Sheet

Learn more about fitness!

Which tips would you implement into your fitness regimen?

- Tip 1
- Tip 2
- Tip 3

How do you rank the credibility of the fitness tips? List tips from most credible to least credible.

Your answer _____

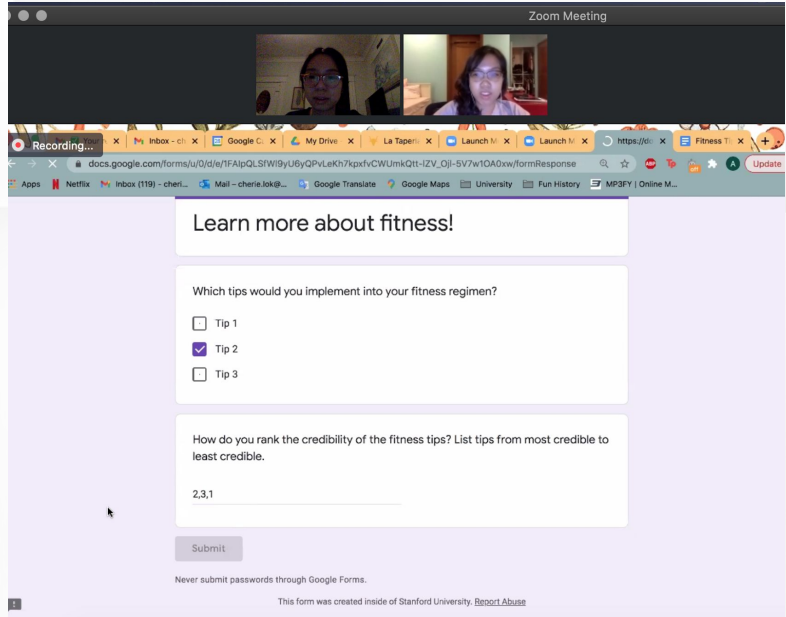
Submit

PROTOTYPE 3: Fitness Tips Sheet

Interviewee: **Cherie**

Beginner trying to implement a more informed regime.

Testing assumption: **Beginners would favor science-backed fitness tips over those that are not.**



Zoom Meeting

Recording...

docs.google.com/forms/u/0/d/e/1FAIpQLSiW9yUByQPvLeKh7kpxfvCWUmKQI-IzV_Oj-5V7w10A0xw/formResponse

Learn more about fitness!

Which tips would you implement into your fitness regimen?

- Tip 1
- Tip 2
- Tip 3

How do you rank the credibility of the fitness tips? List tips from most credible to least credible.

2,3,1

Submit

Never submit passwords through Google Forms.

This form was created inside of Stanford University. [Report Abuse](#)

Prototype 3 Results

Things that worked

- “Good to know the sources behind each tip.”
- Wanted to learn the scientific explanation behind each tip



Things that didn't work

- Didn't understand the difference in credibility behind each source
- She didn't have a strong science background



Surprises

- Chose to implement tip that was backed by the least credible source
- “I heard it before everywhere; it's common knowledge.”



New learnings:

- Need to explain science behind tip in an accessible manner
- Next question: Would people read the explanation if it were there?



Validity of Assumptions



Gym Simulator for Helper:

Validated - as long as there's connection between helper and asker



Gym Simulator for Asker:

Validated - as long as the beginner makes it to the gym



Fitness Mascot:

Partially validated - but overall not very effective long-term



Fitness Tips Sheet:

Not valid - difficult to change preconceived opinions

Which direction is the most promising?

Given validity of assumptions, **matching gym volunteers with gym beginners** appears to be the most promising.

Conclusion

Key Learnings

1. Beginners harbor **irrational fear of judgment** at the gym.
2. Beginners are **more willing to ask a more experienced gym-goer** for help.
3. Experienced gym-goers are **willing to help**, as long as they are appropriately matched to beginner.

Next Step

How should we **match** those who need help
with those who are willing to give it?

Questions?

Appendix

Top 3 HMWs & Solutions Brainstorming

HMW correct false preconceptions about fitness/physical wellness



How might we celebrate small wins and forgive ourselves for small failures?



How might we make amateurs excited to ask for help?



Top 3 Solutions & Assumptions

Top 3 Solutions

Open app when you go to gym- can see who there is willing to help



make it clear who they can ask at the gym (maybe like a pin or something people can wear). Can view gyms on map

Cute mascot encouraging you, it's happy to see you back -> growing a cute animal/object

make fitness goals a constant reminder on phone- fill the top bar in IOS 12 update

routine incorporated into unlockable story (audio, video, written)

small daily cues to remind people of successes and the failures they have overcome

make it like a game, one point for success but success after failure is 5 points

Verified channel of fitness tips with links to scientific articles (Khan Academy-like)

Exercises are categorized and grouped in a central hub - easy to find and locate

Point of comparisons with form/technique, feedback from PTs

Assumptions in Testing

Assumption: people who are experienced at gyms want to help those who aren't as proficient/want help

Assumption: helpers are willing to be identified from the app

Assumption: People looking for help will ask for it when they know who to ask

people care about these cute mascots enough to motivate them to do things

People will be more inclined to return to a routine if the feeling of "failure" isn't actually failing

People want to be able to visually quantify their progress

Assumption: people will trust the information on the app even if it contradicts other information elsewhere

people are interested in the science behind fitness tips

people are willing to spend time reading scientific articles?