



Team #1

POVs, HMWs, & Experience Prototypes

Our team



**Fahad
Nabi**



**Lyndsea
Warkenthien**



**Elysia
Smyers**



01

Needfinding



Our original focus:

Individuals enduring a transition in life

Now focusing on...

Individuals enduring a negative transition in life

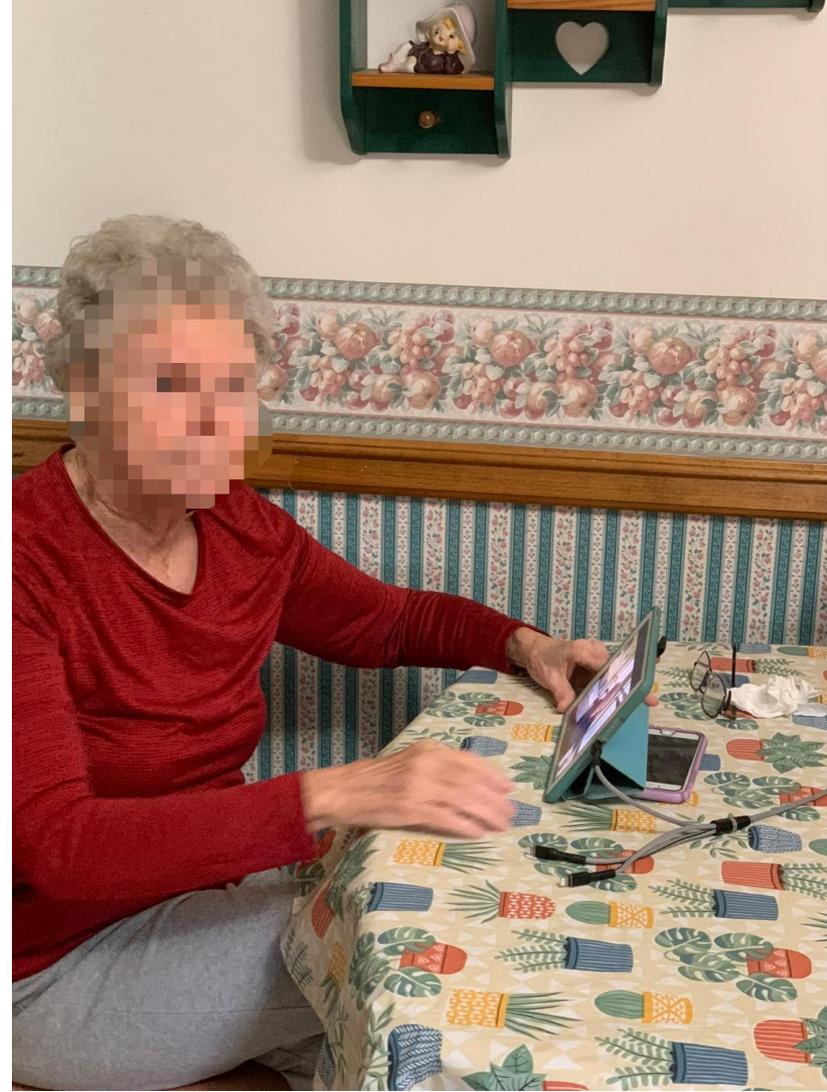
...to address gaps in our previous interview batch.

Carla

An 83 year old, experiencing a hardship transition following the passing of her husband of 40 yrs:

- Finds that her mood is continuously in flux: her mood affects her desire to engage in both physical and mental activities
- Her motivation increases when the physical activity is a game! She has been playing 18 holes of Golf weekly for over 70 years
- Expresses gratitude for her social circle and family in helping her through this transition

Motivation does not originate from a single source



Kiran

A recent Stanford graduate who is currently in a transition between Undergraduate and medical school. He is taking time off to apply to medical schools.

- Achilles injury in college shifted Kiran's perspective -> now focuses on staying healthy and having fun rather than being competitive
- Started playing adult soccer through word-of-mouth connections
- Kiran felt he needed more supportive resources especially for his mental health during recovery

People have social motivations for working out just as much as physical motivations





Social and enjoyment emphasis of an active lifestyle is especially important for those enduring a difficult transition, as it can help individuals feel connected with others as a support system.



02

POVs

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Carla's POV

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■ We were surprised to learn that her motivation for staying active fluctuates greatly depending on her mood, but feels more energized for activities that include games.

■ We wonder if this means Carla would be more motivated to engage in activities that she used to love if she could be externally rewarded in some way by engaging.

■ It would be game-changing to help motivate Carla to stay consistently active by tapping into her prior love for games.

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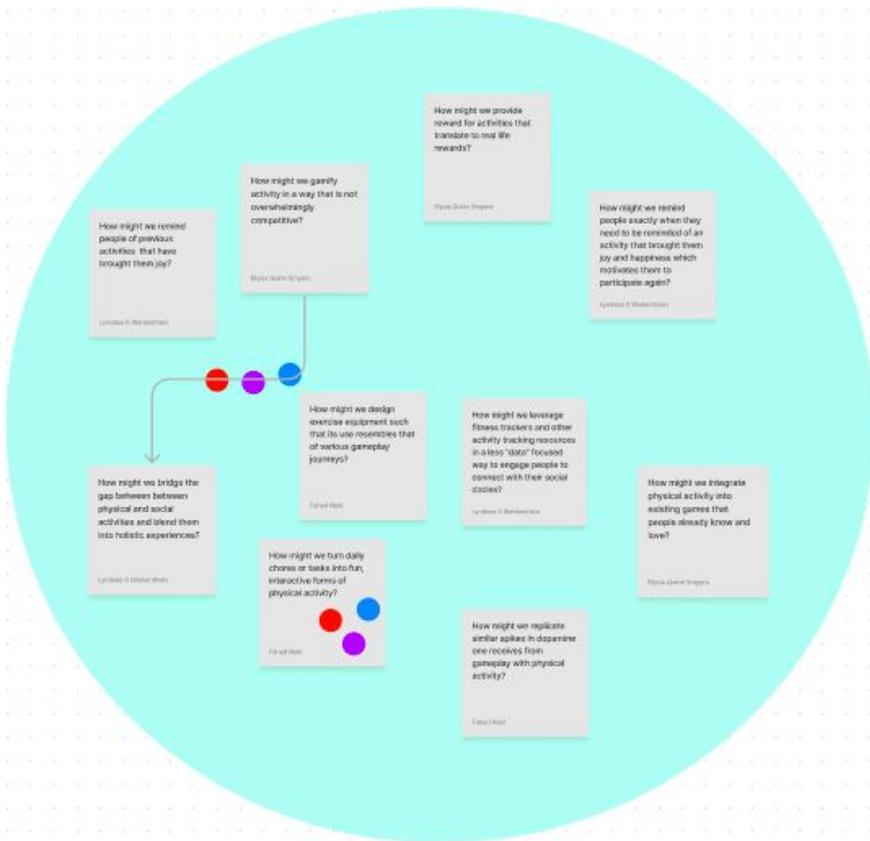
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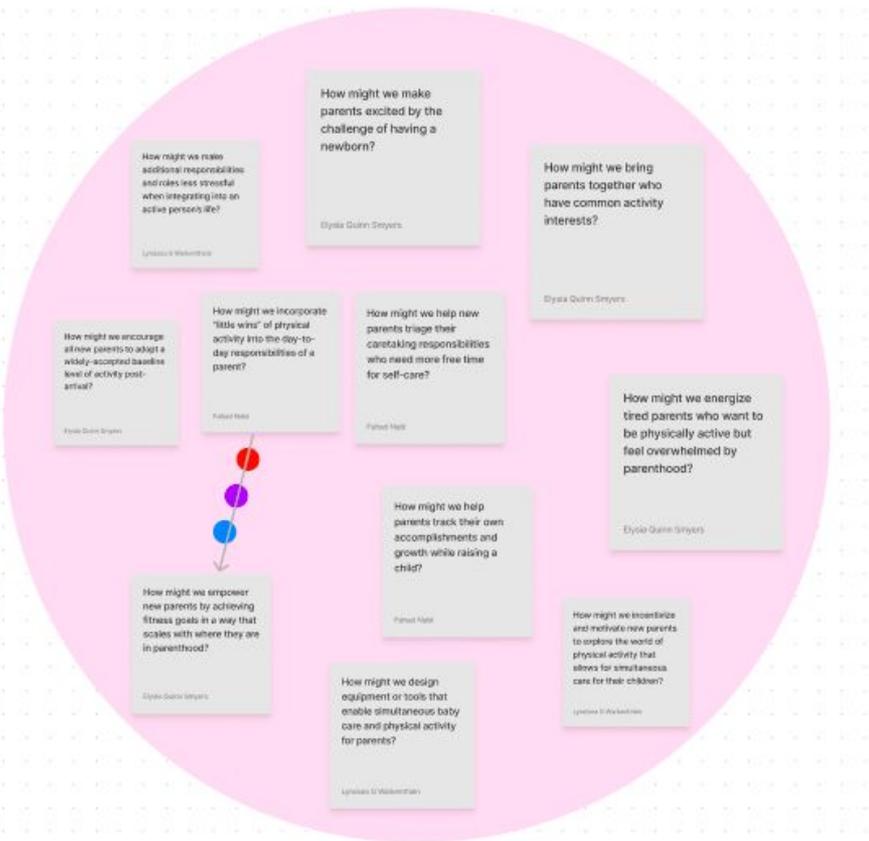
03

HMWs

Carla



Ubai



Carla

Ubai

Top 3 HMWs

How might we incorporate fun, interactive forms of physical activity into daily tasks?

Elysia Quinn Smyers

How might we empower new parents with fitness goals that are "little wins" that scale as they progress through parenthood?

Elysia Quinn Smyers

How might we gamify physical activity in a way that is social without being overwhelmingly competitive?

Elysia Quinn Smyers

How might we gamify play with physical activity?

Elysia Quinn Smyers

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How might we design equipment or tools that enable simultaneous baby care and physical activity for parents?

Elysia Quinn Smyers

Physical activity that allows for simultaneous care for their children?

Elysia Quinn Smyers



04

Solutions

Solutions

HMW1

During a daily walk such as classing you have an application that helps you prep for it by suggesting activities. And if you choose to incorporate the task you earn rewards.

Learn More Details

By using one's music taste as a cue for prioritizing tasks on the day throughout the day.

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By making routine additions for walk times additions (i.e., walk instead of at bed) instead of it which adding daily schedule/routine.

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a weekly list of physical activities that allocates points to the players, players get points for things that are harder. Example: 5 points for taking the dog on an extra walk.

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We could incorporate AR tools, like Pokemon Go that make exercise activities more exciting. So while you are clearing you see also playing battles or collecting points.

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By incorporating short-term friendly events (walks people can do when they're working/studying).

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You have a scheduling program that you input your tasks by the day into and it gives you estimates of how much time you are going to be at the gym but then it tells you approximately when you should arrive or walk.

Learn More Details

Daily group challenges with your social circle such as, after school meeting via all need to do 10 push-ups, etc.

Learn More Details

Use active location that walks active things into the story. (Paw Patrol, etc.)

Learn More Details

Use tracking app that tells you to do something when after every few tasks you complete.

Learn More Details

HMW2

Provide for new parents that is sustainable and into you report when and together personal goals.

Learn More Details

Stress goals that increase walking if it every week.

Learn More Details

By creating easy-to-look read plans that are friendly for both children and parents and contribute to fitness goals.

Learn More

Allow for recording how you feel each week.

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By highlighting performance of walk "mini-achievements" (i.e., a short run when the baby is crying).

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As your baby gets bigger you get reminders of skills that will help you teach your child about the world. For example: How your child should understand shapes, let's start learning about shapes together! Or how your child can walk, let's work on how far you walk per day.

Learn More Details

By packaging virtual exercises into episodes when their child has a developmental growth milestone (i.e., 1st word, first walk, etc.)

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How can we support community that shares goals.

Learn More Details

As a tool that also teaches your child how and helps you make a physical game out of the items, like Lego or blocks with friends/adults/girls.

Learn More Details

A parent community that helps get parents and their children to fit green spaces.

Learn More Details

HMW3

Intention of group walk releases in your area when you earn points for going to those and points for going with friends.

Learn More Details

Users report their feet for activities when you can record things you do with friends without unnecessary information.

Learn More Details

Personal "batteries" that charge each week that can only be unlocked if you and your friends all complete a routine.

Learn More Details

Locations go types thing but not centered around walking.

Learn More Details

Group out / like "missions" when your challenges are like an episode from cartoon and use it like you and your friends to do different things at different times (like sports in a park).

Learn More Details

Team-based challenges where friends work together to tackle a large physical feat like Climb hill, Everest, or swim between the islands of Hawaii.

Learn More Details

AR that makes the world more of a game like items, or a park world, that gives you points for engaging in physical activity.

Learn More Details

By creating a scavenger hunt that organizes adults into teams and requires physical activity to find objects.

Learn More

By providing more and incentive for groups based on forwards (other than individual goals).

Learn More

A tool that is only for you and your social circle that encourages you all to walk in nearby natural and physical activities, it takes the "average" of everyone and makes suggestions to the group.

Learn More Details

By creating fun fitness challenges centered to bring together specific demographics (i.e., parents, new parents, etc.)

Learn More

Solutions

Top 3 Solutions

HMW1

During a daily bike ride or evening jog, use an application that helps you keep track of it by suggesting activities. And if you choose to incorporate the task you earn rewards.

We could incorporate AI tools, like Platoon, to that make exercise activities more exciting so while you are clearing you are also playing vehicles or collecting points.

How would you like to work with things like the story about the team?

Task-tracking app that makes recommendations for physical activity that can be incorporated into your schedule, like stretching after every few tasks or walking to the grocery store instead of driving if you have time

Elysia Quinn Smyers

Creating a social feed focused on sharing experiences with friends: users log physical activity details (i.e., hikes, runs, dance classes) and tag specific friends / locations.

Fahad Nabi

Using a group of your choosing together you will complete physical, social, or mental well-being task each week to improve your lives and social bonds.

Lyndsea G Warkenthien

Enhance people's lives by providing social activities.

How would you like to work with things like the story about the team?

By creating a challenge that organizes people who have similar interests and goals to help them.

How would you like to work with things like the story about the team?

By creating fun things to do with friends to help them connect to things together socially, physically, or mentally, like playing games, etc.

How would you like to work with things like the story about the team?



05

Prototypes



Task-tracking app that makes **recommendations for physical activity that can be incorporated into your schedule**, like stretching after every few tasks or walking to the grocery store instead of driving if you have time

Experience Prototype #1

Assumption to test:

People will integrate recommendations of physical activity into their schedule from an application where they must import their current schedule



Prototype #1

The subject: Adam

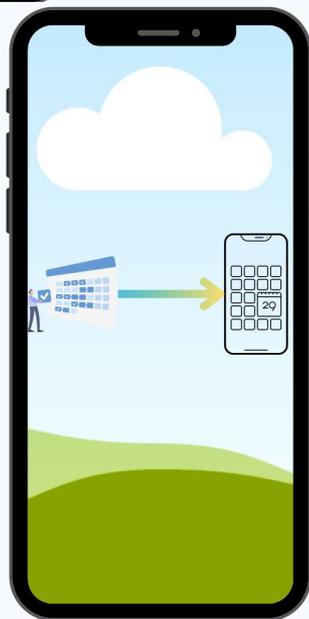
- New parent
- Has a job with organized schedule



Hello! We're working on helping people incorporate more physical activity into their daily schedules. Let's get you started!



Great! Please connect your current calendar to the application, and we will get started suggesting physical activities to help you improve your day!



Prototype #1 Results

The result: No-go

- Reminders to do simple things like stretching or walking around could be useful
- Importing schedule is easy if straightforward, but complications might arise with secure calendars
- “Breaks” will vary in ability to actually take a break
- More logical solution could be to schedule blocks in your calendar during the day, for which an extra app would be overhead

Quote:

“While I think the application could be helpful it doesn’t allow me to input all the other responsibilities I have into the application. I have a lot I need to do I don’t put on a digital calendar.”





Creating a **social feed focused on sharing experiences with friends**: users log physical activity details (i.e., hikes, runs, dance classes) and tag friends / locations.

Experience Prototype #2

Assumption to test:

There is motivation or incentive to share physical activities with friends on a recurring basis.

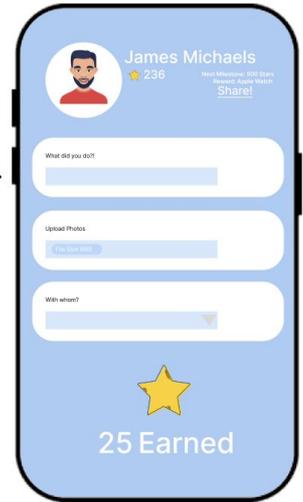
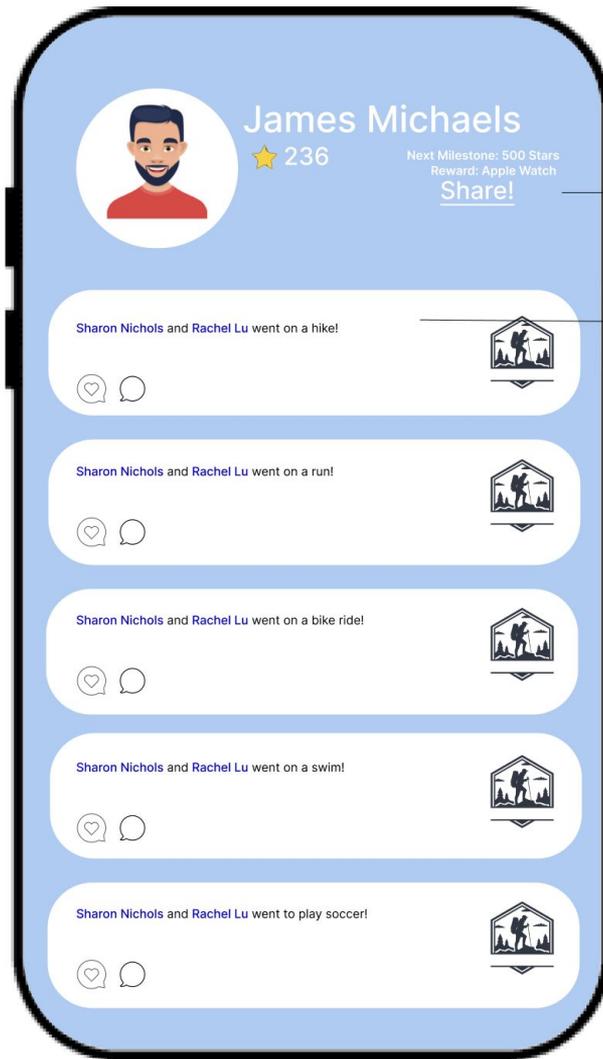
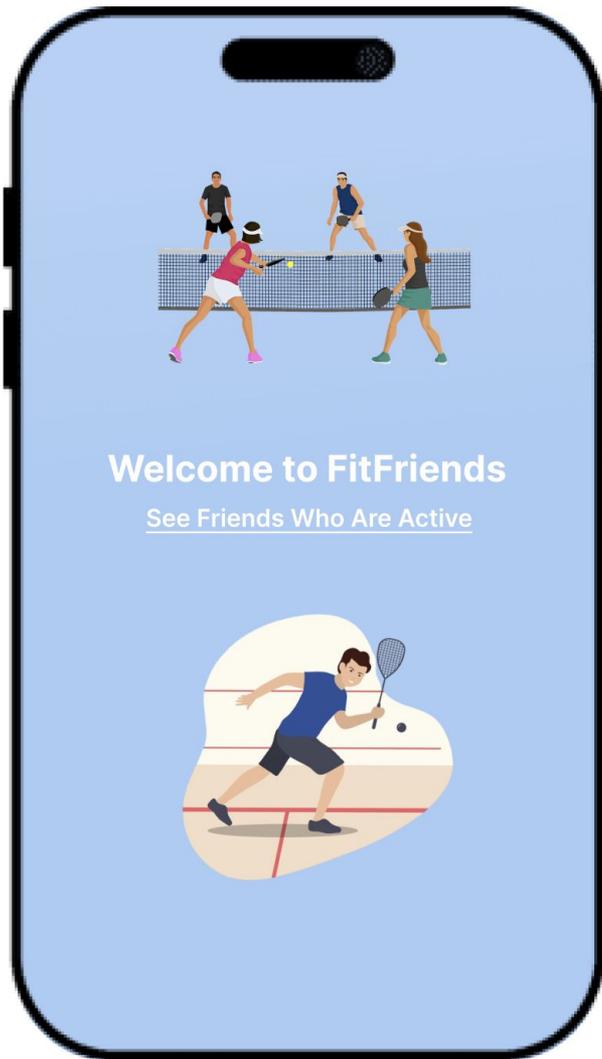


Prototype #2

The subject: Emily

- An active postgraduate student that lives in San Jose and is currently looking for job opportunities
- Active now more than ever on social media so she can connect with friends that are now far away





Prototype #2 Results

The result: Go

- Positive feedback loop of social accountability: Emily is motivated to work out and share activities when she sees friends doing so
- Emily would be most inclined to share if close friends were engaged on the platform

Quotes:

- “If others are active, I’d love to be active and would instantaneously share what I was up to whether alone or with friends.”
- Close friends: “since Sharon is now far away and we don’t live together anymore, I’d love to do activities we used to do together either alone or with other friends, and that help strengthen our own relationships.”





Using a group of your choosing **together you will complete physical, social, or mental well-being tasks** each week to improve your lives and social bonds.

Experience Prototype #3

Assumption to test:

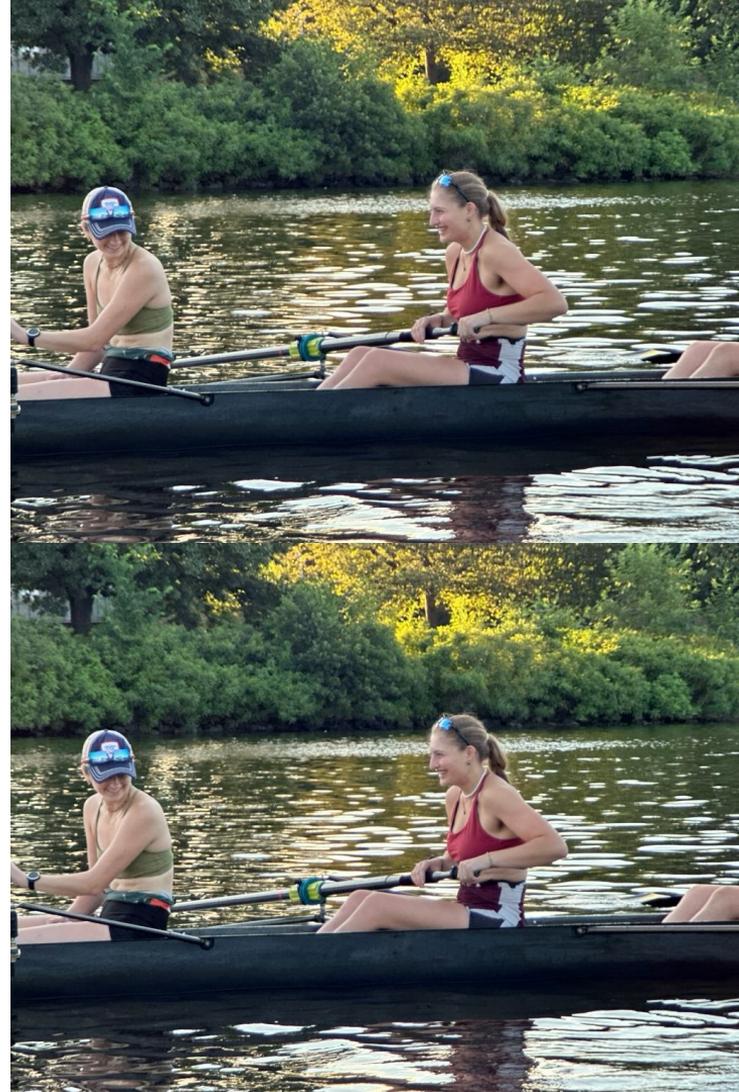
Group fitness incentives are motivating and enjoyable for groups of friends.



Prototype #3

The subject: Eva

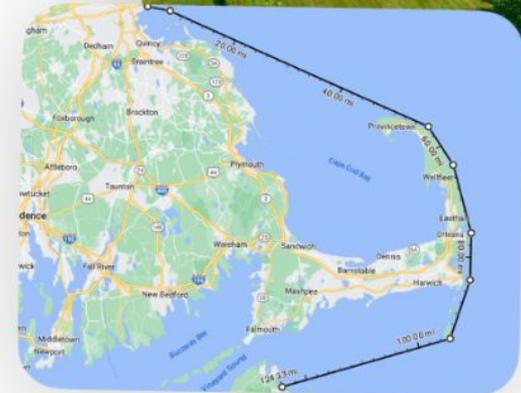
- A postgraduate student who was a D1 rower while at Stanford
- Currently working and training for a regatta
- Very competitive
- Has maintained an active lifestyle and will continue to need an active lifestyle after the regatta passes



iMessage
Monday 8:11 PM



Hey Eva, did you hear Martha has a vineyard? Well you're both headed there! You've got 200km on your journey ahead and every meter rowed/biked/run/walked will count towards that goal. Be sure to log your workouts in this chat to count them towards your journey. Just send me the distance you've individually earned (yes your individual meters all count!) and I'll take care of the rest :) I've laid out your route below. Get ready for the trip of a lifetime!



Yesterday 7:20 PM

Daily check in! Make sure you to send any meters you traveled today so I can log them on your journey :)

Eva

E

16.9k!

Woohoo! You are 8.5% of the way to Martha's Vineyard! Now passing Boston Light, a beautiful landmark



Eva

E

19.4K this morn!

Today 8:46 AM

Martha

M

18k yesterday for me!

Today 11:21 AM

Nice! You are now 27.2% of the way to Martha's Vineyard. Off to your port side is Cape Cod Bay — gorgeous!



*starboard

Prototype #3 Results

The result: Go

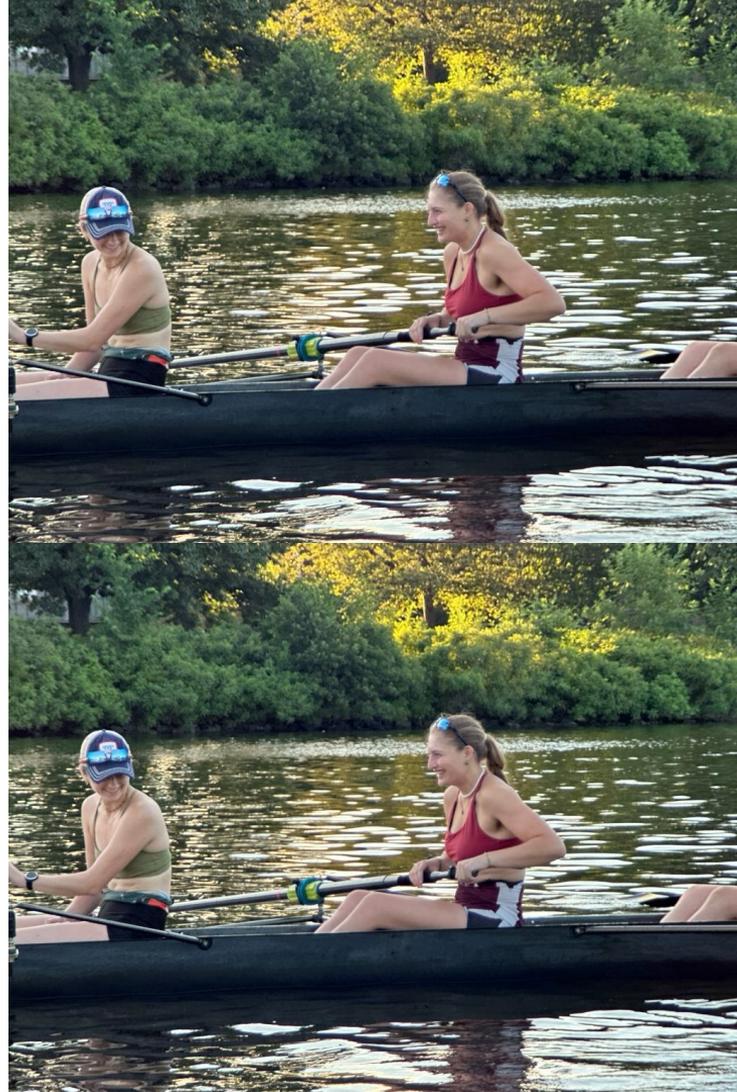
- Thought it was fun, liked the picture updates
- Finds the concept of a group goal motivating, maybe even more so if the emphasis was on minutes

Quotes:

- “Like if I had 5k remaining to Martha’s Vineyard, I would definitely just get up and go for a run”
- “My teammates are my inspiration”

Other Feedback:

- Make it easier to interpret quickly: short messaging, quick button responses
- Properly scope distance goals: not reaching the goal was demotivating
- Make messaging clear that it’s a group goal





06

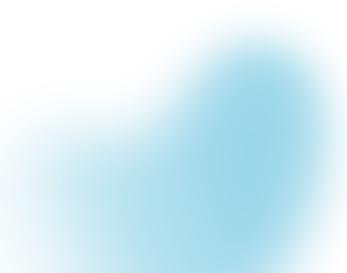
What's Next?

Our Solution

Merging the **activity feed** and **group goals** prototypes

- Focus on close ties / groups of friends
- Group fitness goals for which you can customize your goal based on time frame
- Keep presented information simple: just distance or time
- Regular updates on your progress
- Easy ways to give encouragement to friends

Audience:

- Adults who want to be active and aren't working towards other fitness goals
 - Adults looking to stay connected with friends near and far
- 

Ethical Considerations

- Demotivating individuals with disabilities who can't travel distances as easily
- Leaving out individuals with few interpersonal connections
- Privacy concerns
 - Ensure that users are aware of the data that will be collected from them and how it will be used.
 - Allow users to give informed consent before sharing their activity data with the group.
 - Implement robust data encryption and protection measures to ensure data security.
- Some individuals might feel anxious or overwhelmed with regular updates, especially if they are not able to meet their goals. Ensure there are settings to adjust the frequency of notifications or updates.
- Encourage breaks or resting periods, highlighting that rest is an important part of physical health.



Thank you!



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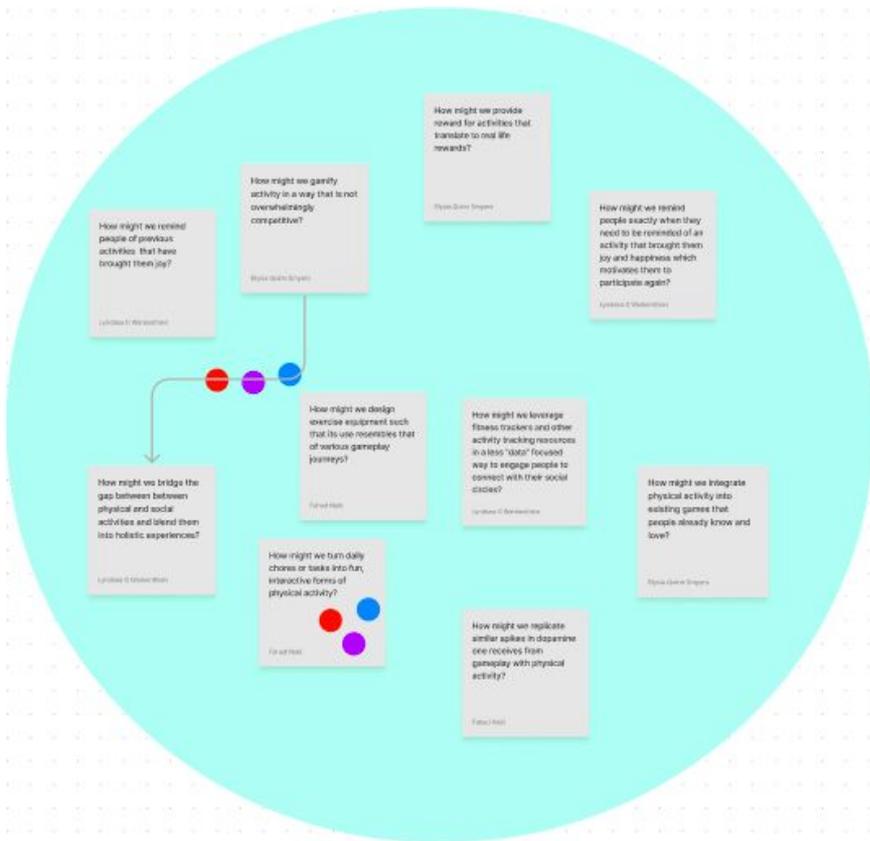
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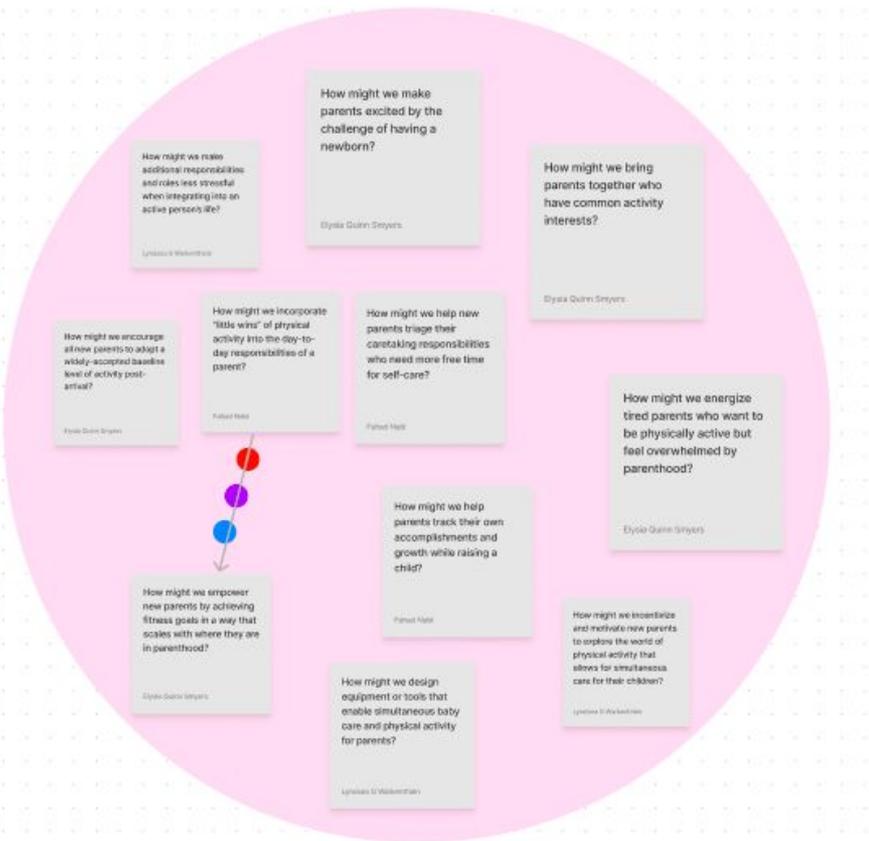
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Personal "buddy" that checks each week that can only be unlocked if you and your friends all complete a routine.

Learn More Details

Locations go type thing but not centered around walking.

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Group out / like "missions" where you and your friends see like an experience from common control and it tells you and your friends to do different things at different times (like sports in a park).

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Team-based challenges where friends work together to tackle a large physical feat like Climb hill, Everest, or swim between the islands of Hawaii.

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AR that makes the world more of a game like items, or a park world, that gives you points for engaging in physical activity.

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By creating a scavenger hunt that organizes adults into teams and requires physical activity to find objects.

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A tool that is only for you and your social circle that encourages you all to walk in nearby natural and physical activities, it takes the "average" of everyone and makes suggestions to the group.

Learn More Details

By creating fun fitness challenges centered to bring together specific demographics (i.e., parents, new parents, etc.).

Learn More