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DYNAMOVES

Research document

Co-leads

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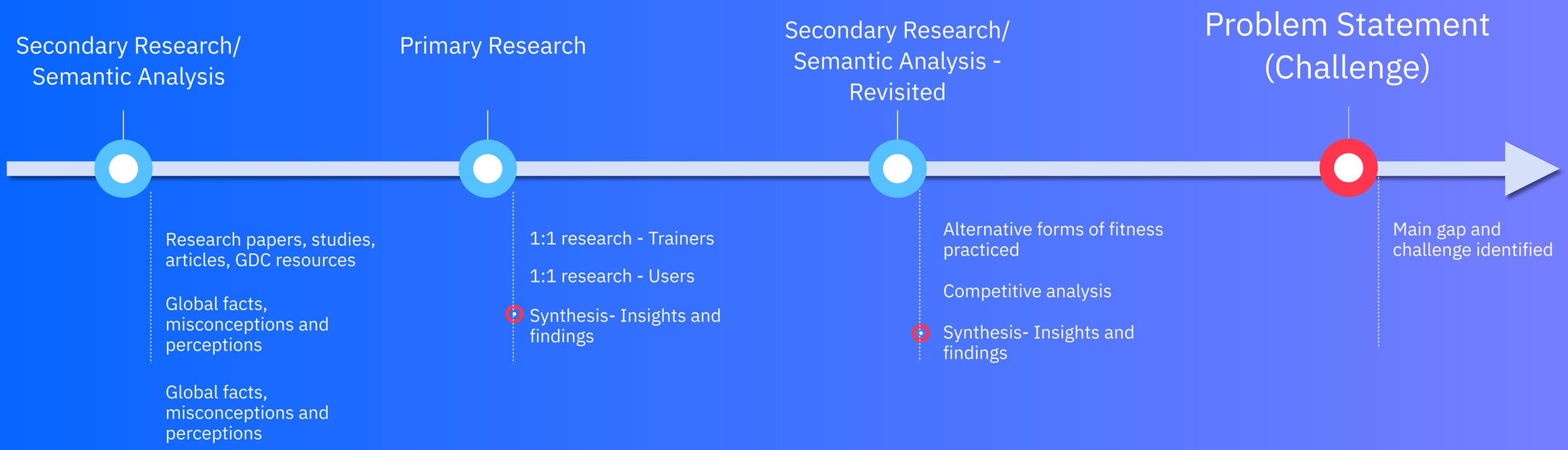
Discovery


Secondary Research/ Semantic Analysis
Research papers, studies, articles, GDC resources
Global facts, misconceptions and perceptions
Global facts, misconceptions and perceptions
Primary Research
1:1 research - Trainers
1:1 research - Users
Synthesis- Insights and findings
Secondary Research/ Semantic Analysis - Revisited
Alternative forms of fitness practiced
Competitive analysis
Synthesis- Insights and findings
Problem Statement (Challenge)
Main gap and challenge identified

Research Papers & Studies

As validated by Siobhán O'Neill's analysis - '*The Sport and Physical Activity Arising from Covid-19: A Desk Study*' our qualitative and secondary research tells us that:

- A lack of physical activity can hamper recovery of Covid-19, in turn leaving people vulnerable to infection. Those with higher levels of physical activity are less likely to be hospitalised as a result of Covid-19. This indicates the importance of participating in physical activity, in general, but in particular during this current pandemic.

- Those who met minimum physical activity recommendations pre-lockdown generally still met the recommendations during lockdown restrictions.

- A number of articles identify the need for the development and promotion of creative, and innovative, home-based programmes to increase physical activity.

- Home-based programmes can ensure those who have limited space to perform physical activities. Creation of virtual events and online programmes have also been recommended in the literature, enabling people to safely participate in physical activity with some form of social interaction combined to attenuate social isolation, along with the provision for exercising with small groups.

- Increase in Virtual Run events worldwide, has encouraged participants to run a certain distance within a certain amount of time. Not only does this enable participants to take part in physical activity, there is an element of accountability and socialisation involved in the process.

- Articles have also highlighted the importance of cross-country collaboration in policy development and research in increasing participation in physical activity and sport as well as media campaigns to encourage participation.

RESEARCH: DISCOVERY

Understanding Global Facts vs Myths in Fitness

Facts

- A lack of exercise now causes as many deaths as smoking.
- Yoga can **boost your cognitive function and lower stress**.
- Nearly **50%** of all young people ages 12-21 are **not vigorously active** on a daily basis.
- 39% of adults in the world are overweight.
- **Learning a new hobby**, language or playing a musical instrument gives your brain a boost.
- Almost half the body is weight is made by muscular tissues.

Myths

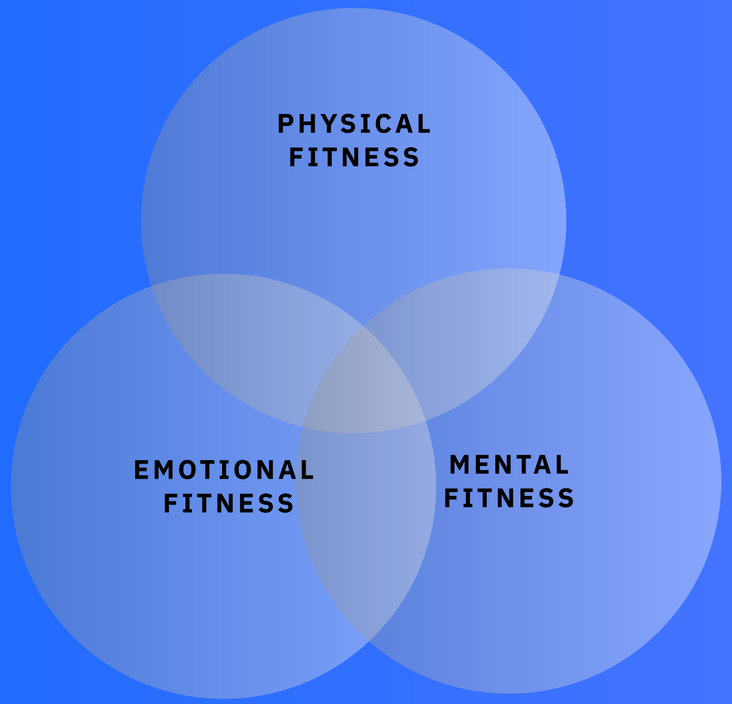
- Running on the treadmill is as effective as running outdoors
- Lifting weights bulks you up
- You can target fat burn in a particular part of your body
- Women need different exercises than men
- No pain. No gain.
- **You can burn more fat on an empty stomach**
- You can’t work out when you’re sick
- Crunches are the best movements for your core

Why does this gap in awareness exist? Let’s look at **perception**.

What is fitness perceived to be?

- ROUTINE WORKOUTS
- HIGH INTENSITY WORKOUTS
- MUSCLE BUILDING
- MONOTONOUS
- BORING
- RIGOROUS GYMMING
- FOOD AND NUTRITION
- LIFTING HEAVY WEIGHTS

What is fitness actually?



What comprises physical fitness?

- POWER
- CARDIORESPIRATORY ENDURANCE
- SPEED
- STAMINA
- COORDINATION
- STRENGTH
- ACCRUARCY
- FLEXIBILITY
- AGILITY
- BALANCE

What comprises emotional and mental fitness?

- AWARENESS
- POSITIVE OUTLOOK
- REFLEXES
- CONFIDENCE
- BALANCE
- PERSEVERENCE
- COORDINATION
- MOTIVATION
- CONCENTRATION
- FOCUS

RESEARCH: 1:1 INTERVIEWS

42

SESSIONS

6

USER TYPES

32

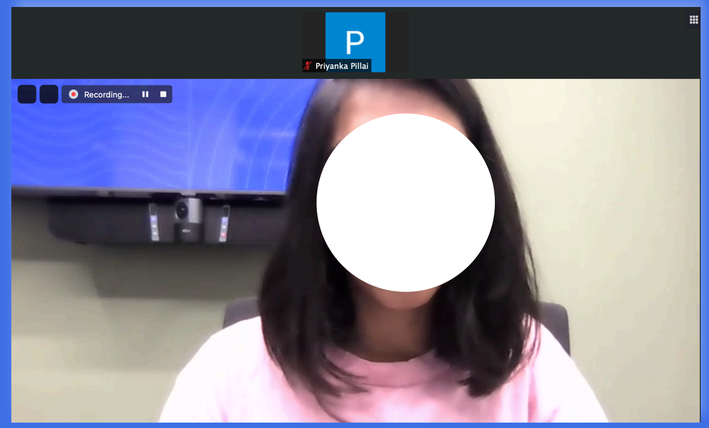
USERS

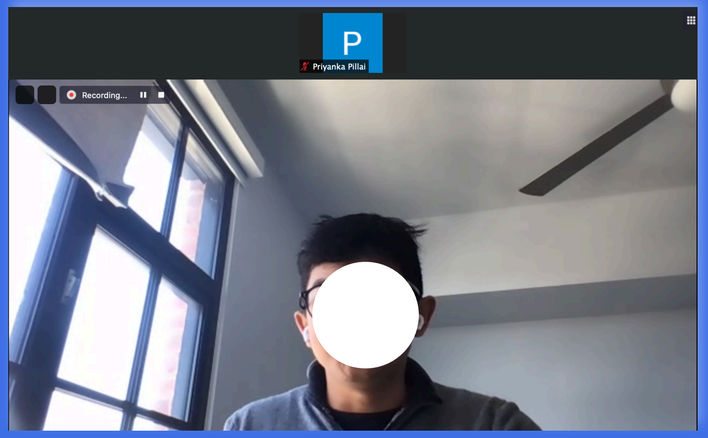
48

iNTERVIEW HRS

Interview Protocol

- **Participant Background**
- **Current relationship with fitness**
- **Product Walkthrough and timelines**
  - User Workflow
  - Pain Points
  - Information Needs
  - Hopes and Fears
- **Future Outlook**





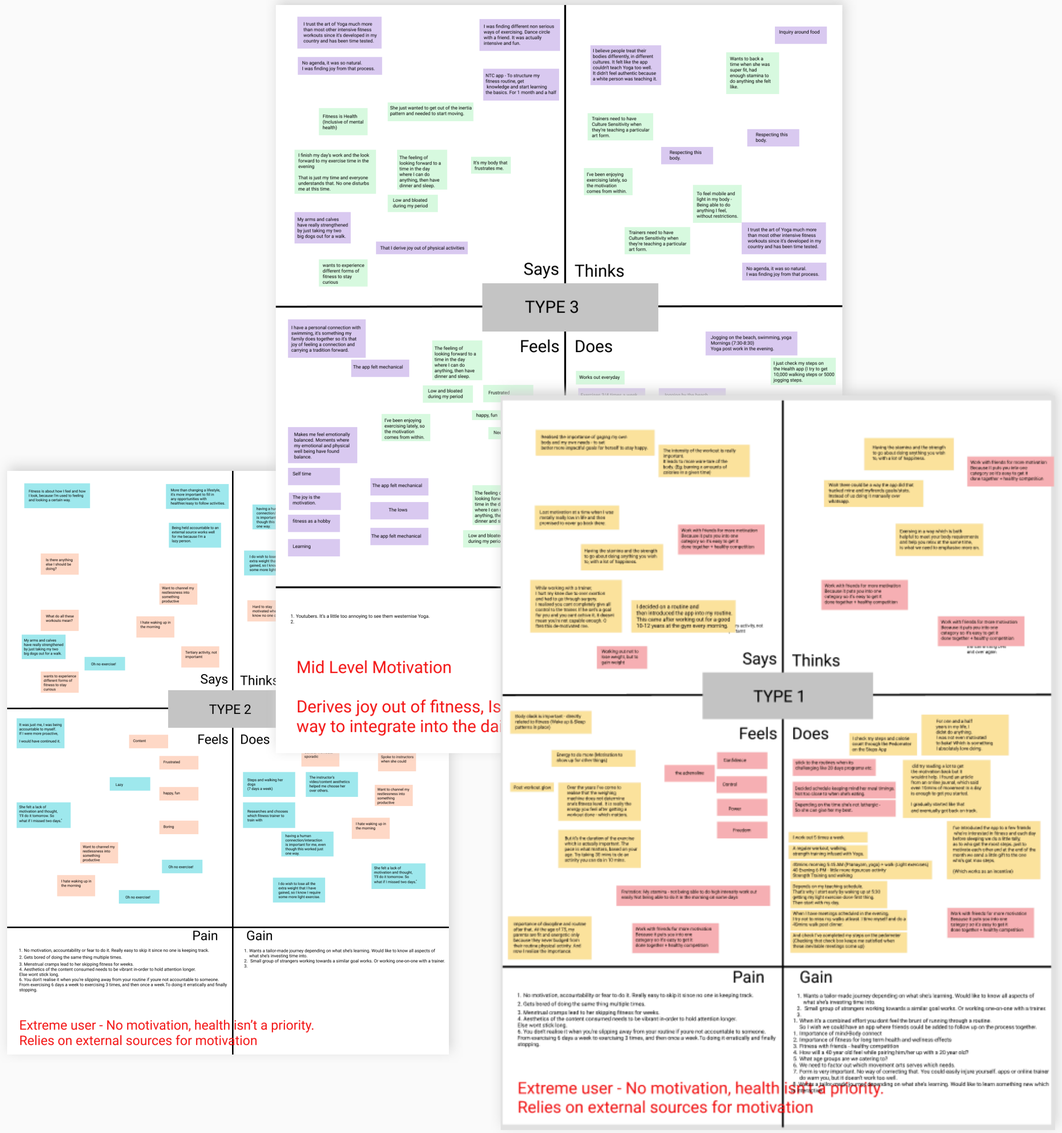
Participants

Type of user	Number of participants
Trainer - virtual settings	2
Trainer - physical settings	1
Active user, high motivation	2
Active user, looking for more fitness options	3
Active user, looks for external sources for motivation	2
Moderate user, workouts sparingly	4
Moderate user, health isn’t a priority	5
Moderate user, no motivation	7
Extreme user, no motivation	5
Extreme user, falls under a disability	1

- Service provider (trainer)
- Service receiver (users)

Tools and methods used

- 1:1 interviews
- Affinity mapping
- Empathy mapping
- As-is scenario mapping
- Value proposition matrix
- Synthesis of findings



Example artefact of Empathy maps made

Key findings and insights

1 | Lot of users crave for some form of accountability to keep them on check

2 | Unnecessary gamification causes users to uninstall apps quickly

3 | Lack of a holistic learning journey creates a lack of meaningfulness and motivation.

4 | Repetitive forms or exercise across all popular platforms cause users to get bored easily.

5 | Lack of exploration to find out what’s best for ones own needs. Not aware of alternate options.

6 | User’s have a strong relation to fitness and mental health that current platforms don’t cover.

Key findings and insights

7 | Wants to have choice and exploration for tailor made needs.

8 | Current platforms don’t offer routines by body-type, abilities or health needs.

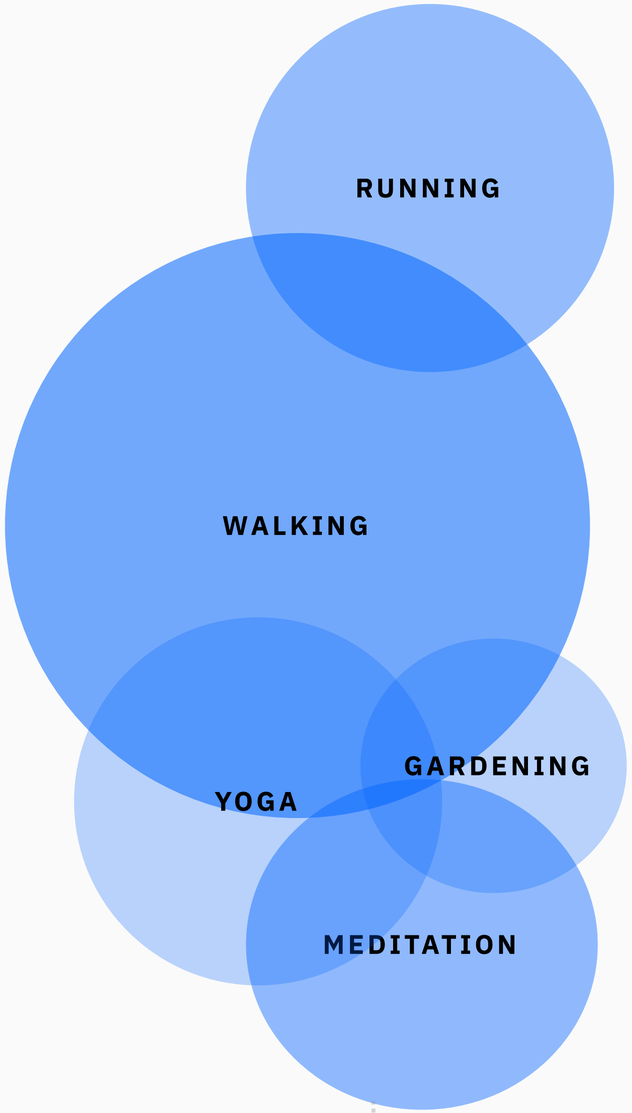
9 | Wants certified teachers with an emphasis on form, posture and techniques to avoid injury.

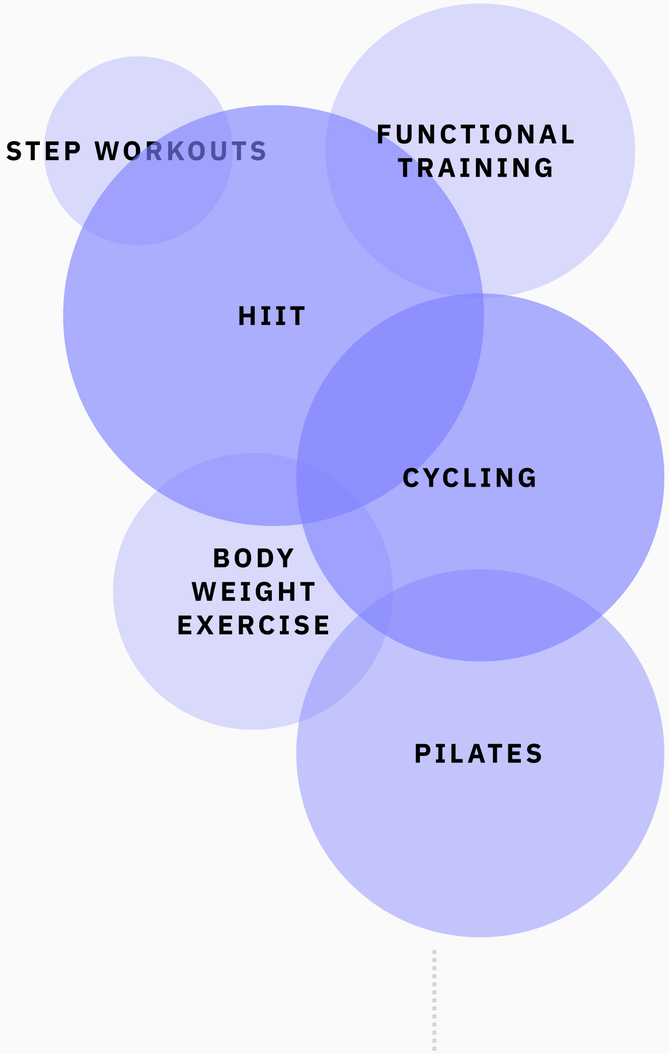
10 | Wants to find a community/ people with similar goals, needs and abilities.

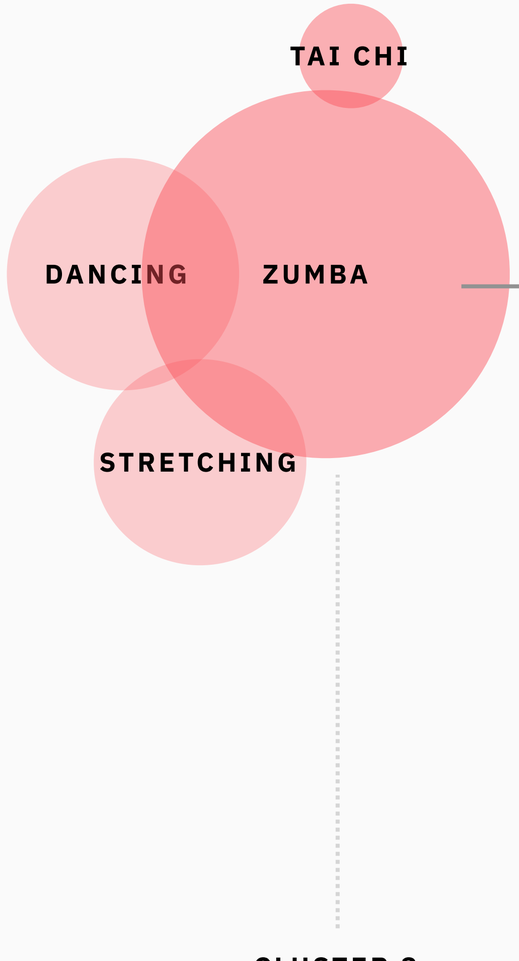
11 | Current platforms don’t stress on the long-term benefits.

12 | Wants the content/ tone of any fitness app to be supportive and not patronising.

Mapping most common activities + clusters identified amongst users







Following up on Cluster 3, **what are the alternative forms of fitness** that exist?

RESEARCH: DISCOVERY

Conventional types of fitness

Fitness world is a dynamic one with a number of approaches to improving the body's performance in various ways. Courses vary in what they aim to target in terms of endurance and stamina, strength and resistance, cardiovascular efficiency and even muscle lengthening and joint flexibility.

- Cardiovascular or Aerobic Fitness: Cardiovascular fitness targets the muscles' ability to make the best use of oxygen so that they can produce energy for movement. It affects the heart and the lungs, and therefore their ability to provide muscle tissue with enough oxygen-rich blood to perform vigorous activity.

- Anaerobic Fitness: Anaerobic fitness is that which is directly related to short, powerful bursts of energy such as that required for sprinting, power lifting and short, fast movements. Exercises related to anaerobic fitness should be intense enough to cause the formation of lactate, eventually enhancing strength, speed and power for non-endurance activities.

- Joint Flexibility: Fitness related to joint flexibility increases a person's range of movement in a series of joints. In addition to this, it accounts for the lengthening of muscles across joints to facilitate a bending motion.

- Muscular Strength and Endurance: Muscular strength is a type of fitness directly related to muscle density and endurance, allowing athletes to perform more repetitions while lifting heavier weights. Endurance and strength training have a number of positive impacts on the body, including increased bone density to reduce the risk of osteoporosis.

Alternate forms of fitness that include mental fitness

Emotional fitness is the simple idea that our minds need regular exercise and training just as much as our bodies do in order to stay healthy and fit.

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https://www.headspace.com/meditation-101/what-is-meditation

RESEARCH: DISCOVERY

Understanding Mind and Body Connect

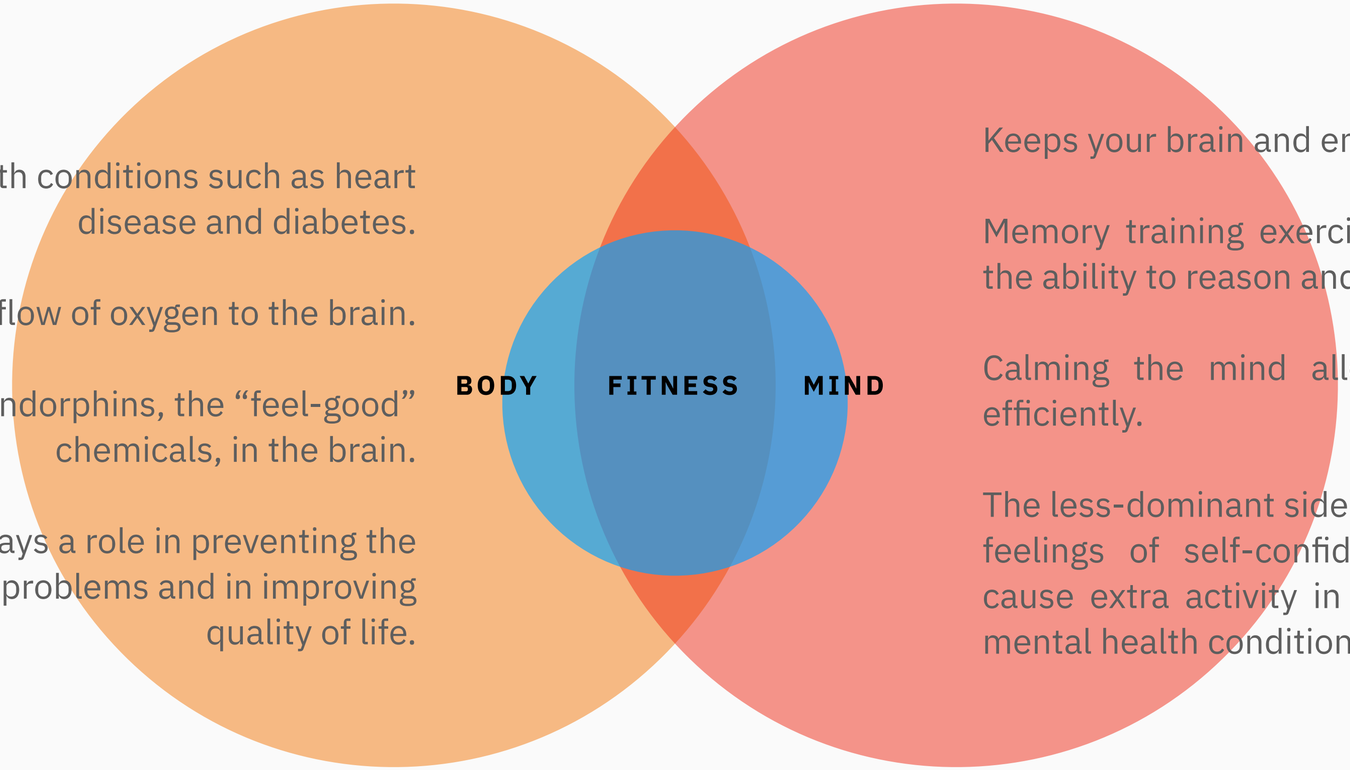
> "the brain and peripheral nervous system, the endocrine and immune systems, and indeed, all the organs of our body and all the emotional responses we have, share a common chemical language and are constantly communicating with one another."
>
> - Dr. James Gordon (founder of the Center for Mind-Body Medicine)

Healthy body prevents health conditions such as heart disease and diabetes.

Physical activity increases the flow of oxygen to the brain.

It increases the amount of endorphins, the “feel-good” chemicals, in the brain.

Regular physical activity plays a role in preventing the development of mental health problems and in improving quality of life.



Keeps your brain and emotional health in sync

Memory training exercises can increase fluid intelligence, the ability to reason and solve new problems.

Calming the mind allows you to problem solve more efficiently.

The less-dominant side of the brain is the area that controls feelings of self-confidence and optimism. Overthinking cause extra activity in that side of the brain, resulting in mental health conditions.

Competitor Analysis

Platforms analysed based on heuristics, features, weaknesses, differentiators, user journeys, amongst other evaluation criteria.

Nike Training Club

Strong App

Strava App

Cult Fit

Fitbod

Popular **Online trainers** analysed based on heuristics, features, weaknesses, differentiators, user journeys, amongst other evaluation criteria.

Cassie Ho

Chloe Ting

Adriene Mishler

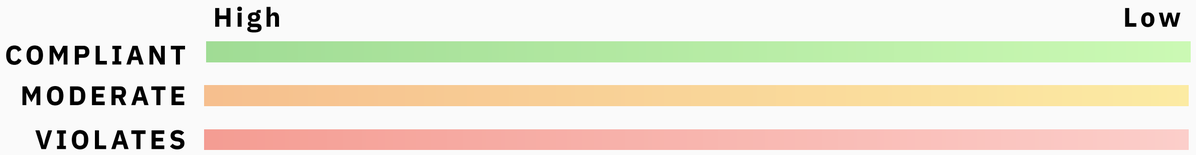
Bret Larkin

RESEARCH: 1:1 INTERVIEWS

Summary: Analysis criteria and high level synthesis post research

Criteria	Nike Training App	Strong app	Strava app	Cult fit	Fitbod	Cassie Ho	Chloe Ting	Adriene M	Bret L
Personalisation									
Accessibility									
Community									
Value and stickiness									
Heuristic evaluation									

Synthesis has been derived from **SWOT Analysis, Market reports, Heuristic Evaluations, Interviews and Surveys**



Key findings and insights

1 | No understanding of ‘why’ they’re committing to a certain activity

2 | Most platforms offer the same routines - no critical differentiators

3 | Content: Tone of the platform sometimes comes off as patronising

4 | Most aren’t accessible to all body types

5 | Lack of community support to check on progress

6 | Not platform-agnostic

Gaps

Fitness today is largely seen as **overwhelming and physically taxing**, a mix of mindless motions that demands sacrifices of time and indulgences. An all or nothing situation that most people found themselves stuck in, **uninspired and unmotivated**.

Problem Statement

How might we reframe fitness to make it more interesting, engaging, and motivating, while emphasizing its **importance in holistic wellness**?