

TRANA

# Project Brief

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## OBJECTIVE

Motivate people into an exercise routine that suits their level, schedule, and interests.

## CONTEXT

Firstly, finding exercise routines for your level can be difficult, especially if you want to try something new. This responsive web app aims to help people get into an exercise of their choice by holding their hand a bit and providing routines, guides, interactive examples, and info.

Secondly, finding routines that fit into your schedule is not easy. The web app is designed to encourage people who want to get into an easy routine for physical activities. This means fitting in as little as a 5-minute routine.

# Project Brief (continued)

## 5 W QUESTIONS

### **Who?**

People who are new or returning to fitness, want to find activities they like, and get into a good routine.

### **What?**

A responsive web app is best, as users can search and view routines, challenges, and other information on any device.

They can also keep a schedule by adding sessions to their in-app calendar.

### **When?**

As the web app aims to get users into a routine that suits them, the web app can be used whenever they like.

They will use the web app while they are searching for, scheduling, and following routines.

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### **Why?**

To become healthy and enjoy the associated benefits: better mood, weight management, reduce risks of illness, and learning something new.

Exercise should be fun and suited to each user.

To save time by fitting exercise into daily routines, such as walking or cycling to work or school.



## USER PERSONA

# Rebecca

### GOALS

- Rebecca wants to lose weight and get in shape, as her sedentary job doesn't allow a lot of time for exercising.
- She wants to find a tool that will help her fit exercise routines into her busy schedule.
- As a beginner to working out, Rebecca also wants something that will help her learn how to properly exercise.
- Rebecca wants help finding routines she can enjoy.

### TASKS

- Rebecca wants to be able to find exercises that match her goals of losing weight and getting in shape.
- In addition, she wants to find short exercises that she can do multiple times per day in between other activities.
- She wants the tool to keep her motivated as well, as her schedule can often be distracting

### ENVIRONMENT

- **Physical:** Rebecca lives in an apartment with her boyfriend and 3-year old daughter.
- **Social:** She has several friends from her software development job, and one of them recommended this tool as something she should check out to help her reach her goals.
- **Technological:** Rebecca is very tech savvy, as she works on computers every day.

**Age:** 31

**Location:** Seattle, WA

**Status:** In a Relationship, Mother

**Occupation:** Software Developer

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I love the thought of having something that could really work with my schedule. Being as busy as I am makes it tough to exercise otherwise.

# User Stories

- 1 As a frequent user, I want to be able to **schedule exercises** for working out, so that I build positive habits.
- 2 As a frequent user, I want to be able to **earn achievements or rewards**, so that I can stay motivated.
- 3 As a frequent user, I want to **complete daily challenges**, so that I can have an additional way to stay motivated.
- 4 As a frequent user, I want to **track progression** and record what I've done, so that I can see my progress over time.
- 5 As a frequent user, I want to be able to **share routines** with my friends who may also be interested, so that I can encourage them to become healthier.



# Feature Requirements

- Search and filter exercise videos (based on type, difficulty level, length, etc.)
- Exercise scheduler (based on exercise interests and actual daily routine: commute, sit at desk, etc.)
- Option to add sessions to calendar
- Create user accounts
- Tracking and charting of users' progression over time
- A game layer with individual daily challenges, achievements, and/or rewards
- Social sharing for routines or favorite exercises



# Partial Branding Guidelines

## KEY MESSAGING

- “Exercise is something anyone can pick up, find something they love, and fit it into their daily schedule”
- “Getting back into exercise doesn’t have to be an ordeal.”
- “Track your progress to see how a little effort goes a long way.”

## STYLE

- Easy, informative, fun
- Orange, black

