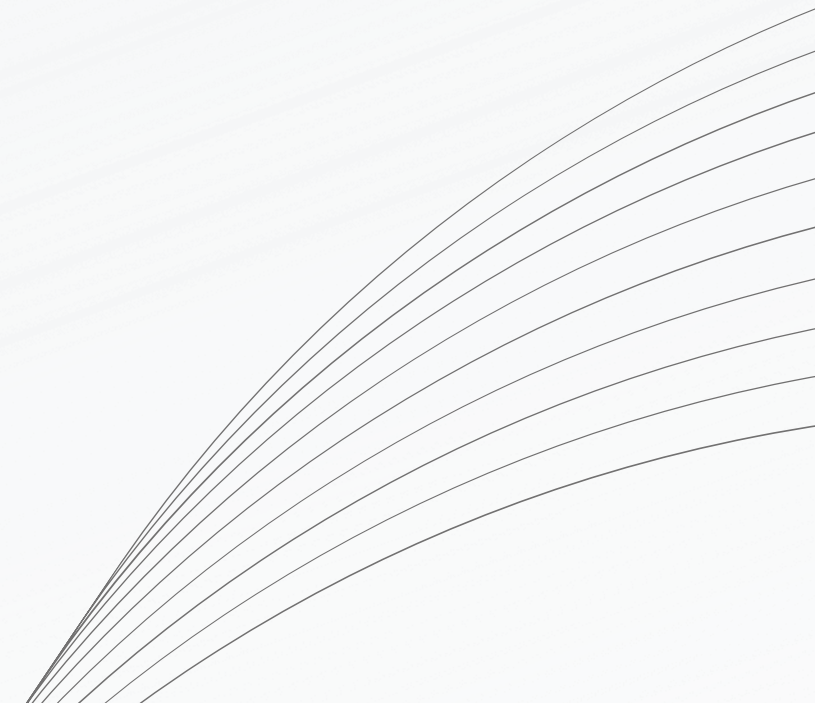# IDEATION

TECHNIQUES

BY MIA KRYSA

NIKE TRAINING CLUB

For the Nike Training club app, I knew it was important for users to have the ability to either have a workout calendar where they could track their progress, or an option for more beginner-friendly workouts. I found brainstorming, sketching, and analogies to be the best methods for me when it came to coming up with new ideas. I even started to think of ways to incorporate both of these elements in the app!

POV Statement #1: Users who like to plan their workouts need a calendar feature to view their history and future workouts because there's no way to see what they've complete, or the ability to track progress.

POV Statement #2: Users who are beginners to working out need more beginner-specific options because they feel some of the workouts are too advanced and they don't have a solid foundation of strength yet.
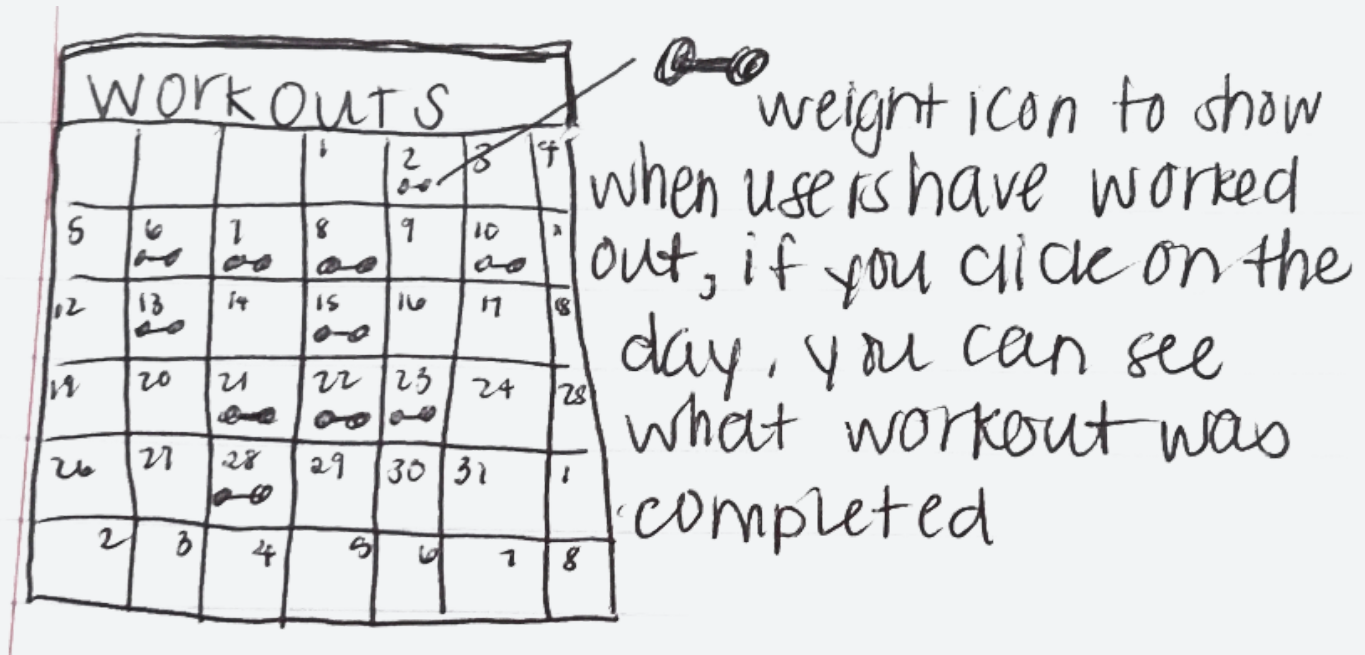
POV STATEMENT #1

Users who like to plan their workouts **need** a calendar feature to view their history and future workouts **because** there's no way to see what they've complete, or the ability to track progress.

BRAINSTORMING:

calendar to keep track of workouts; integrative calendar with iPhone; option to view what workouts they've done, if they completed those workouts, ability to plan workout schedule ahead of time

SKETCH:

WORKOUTS

weight icon to show when users have worked out, if you click on the day, you can see what workout was completed

ANALOGY:

- academic planners
- work schedules
- online project management platforms like Asana
- to-do calendars
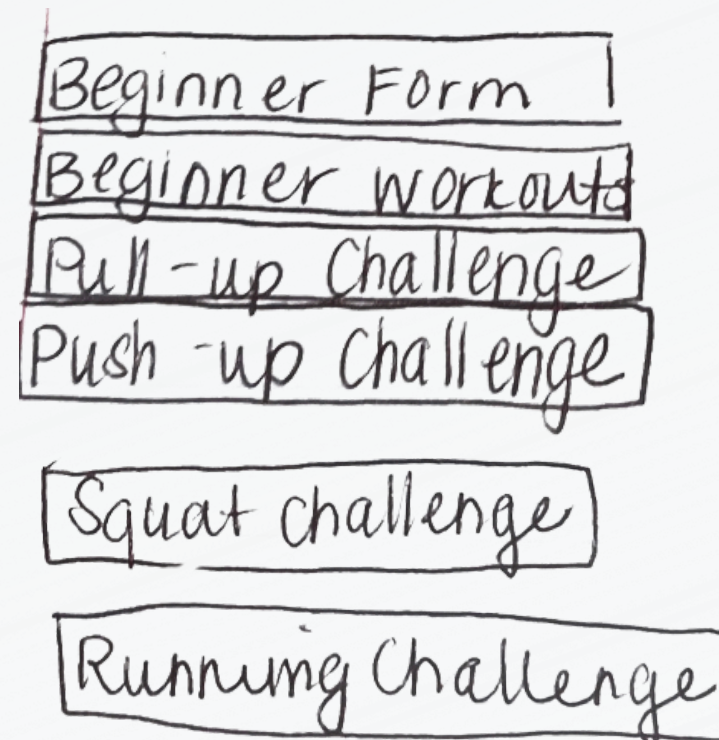- any type of calendar mangement

POV STATEMENT #2

Users who are beginners to working out **need** more beginner- specific options **because** they feel some of the workouts are
too advanced and they don't have a solid foundation of strength yet.

BRAINSTORMING:

beginner options; entry-level workouts when you first download the app that you must complete; option to schedule challenges alongside other workouts to build strength and endurance; beginner modifications for already-existing workouts

SKETCH:

selctions on the app

Beginner Form

Beginner workouts

Pull-up Challenge

Push-up Challenge

Squat challenge
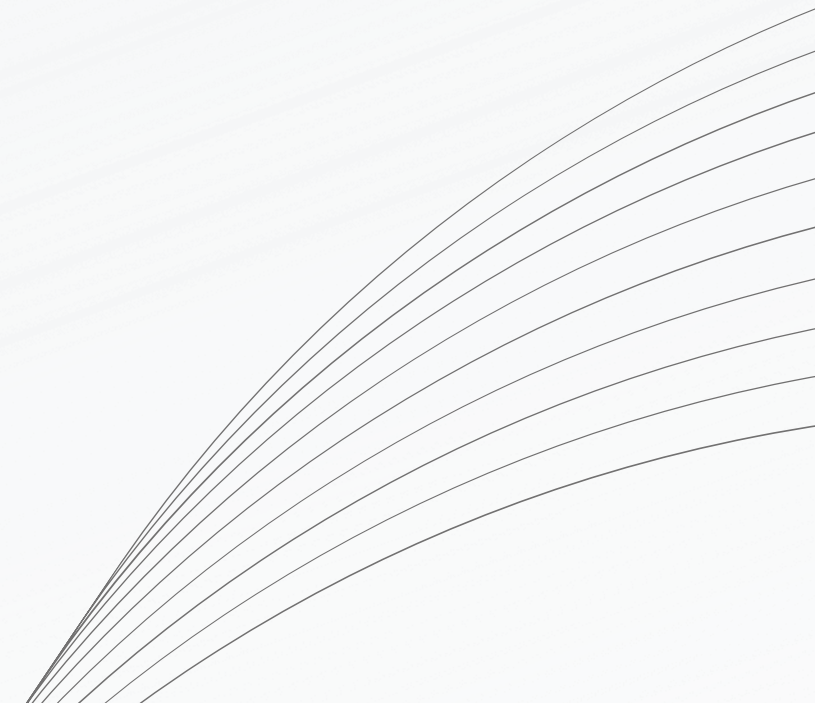
Running Challenge

ANALOGY:

- beginner videos
- how-to videos
- beginner courses
- workout classes
- certification courses

ALIVE BY WHITNEY SIMMONS

For the Alive app, it was important for users to have a better way to track their progress through weights and reps. There was no way to see your history while in a current workout or automatic way to calculate the next amount of reps based on your strength and progress. Users also wanted a nutrition element added within the app, to keep everything in one place. Again, I found brainstorming, sketching, and analogies to be the best method for me to come up with new ideas.

POV Statement #1: Users who like to track their reps and their weights need a feature that automatically recommends or calculates the last weight used because it's inconvenient to have to look elsewhere or remember what you may have lifted last.

POV Statement #2: Users who want to track their calories and/or macros need a nutrition element within the app because it's frustrating to use other apps to track food. If everything was in one place, it wouldbe easier and more worth the money.
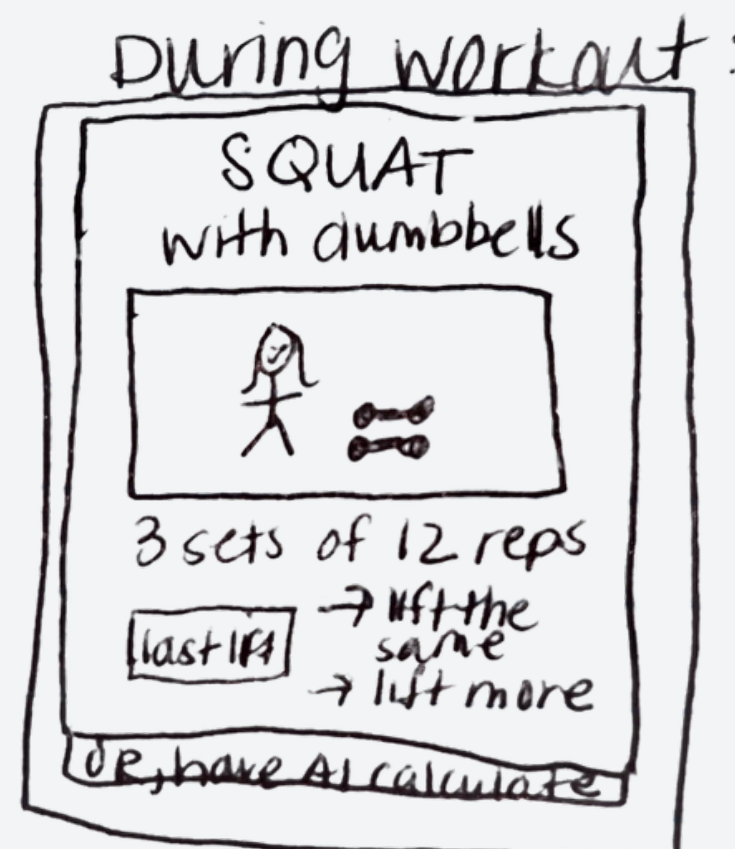
POV STATEMENT #1

Users who like to track their reps and their weights **need** a feature that automatically recommends or calculates the last weight used **because** it's inconvenient to have to look elsewhere or remember what you may have lifted last.

BRAINSTORMING:

AI feature to calculate what you should be lifting based on last workout; small button that lets you see "last lifted"; ability to select what your goals are for weight/reps to be calculated; i.e. if you want to gain muscle, progressive overload (increase weight over time)

SKETCH:

During workout:
SQUAT with dumbbells

3 sets of 12 reps
→ lift the same
→ lift more
last lift

OR, have AI calculate

ANALOGY:

- calorie calculator based on goals
- calorie trackers
- weight trackers
- personal record trackers
- run-times

POV STATEMENT #2

Users who want to track their calories and/or macros **need** a nutrition element within the app **because** it's frustrating to use other apps to track food. If everything was in one place, it would be easier and more worth the money.

BRAINSTORMING:

something like my fitness pal; tracking macros for weight loss or weight gain; recipe ideas; compare what you've eaten with what you've burned; or ability to shut this off; a one-stop-shop app, nutrition coaches and dietitians; recipe recommendations

SKETCH:
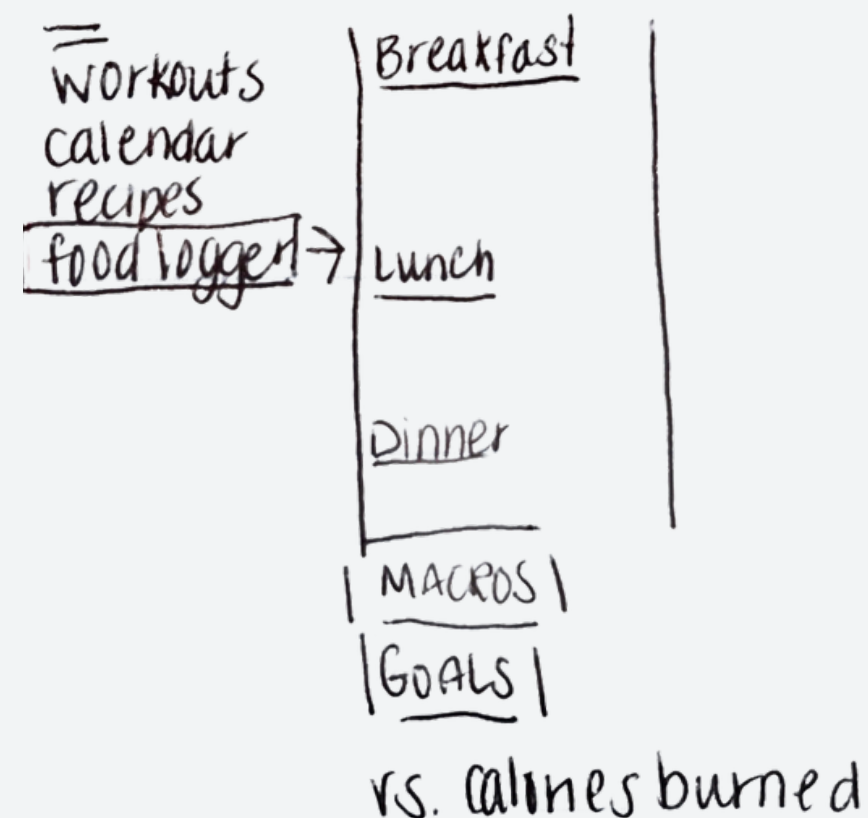
ANALOGY:

- apps like my fitness pal
- weight watchers
- any food-tracker app or system
- habit tracker
- workout trackers

PELOTON

For Peloton users, it was most important for them to have a "one-price" subscription option. It was frustrating for them to have different tiers of memberships. Everything was once available for everyone at all times, but now certain workouts and videos are restricted for some users. For the users that like to use the Peloton app for their meditations, there's no way to shut off their phone once the meditation is over. This is an issue for phone battery and overall safety!

POV Statement #1: Users who use the app for meditation as well as workouts need a sleep timer that automatically shuts off after a certain amount of time (and/or inactivity) because otherwise, their phone will stay open and on all night long.

POV Statement #2: Users who pay for the app need a "one-price" subscription option because they feel that the tiered subscription options exclude some workouts that they think should be included in their current subscription model.
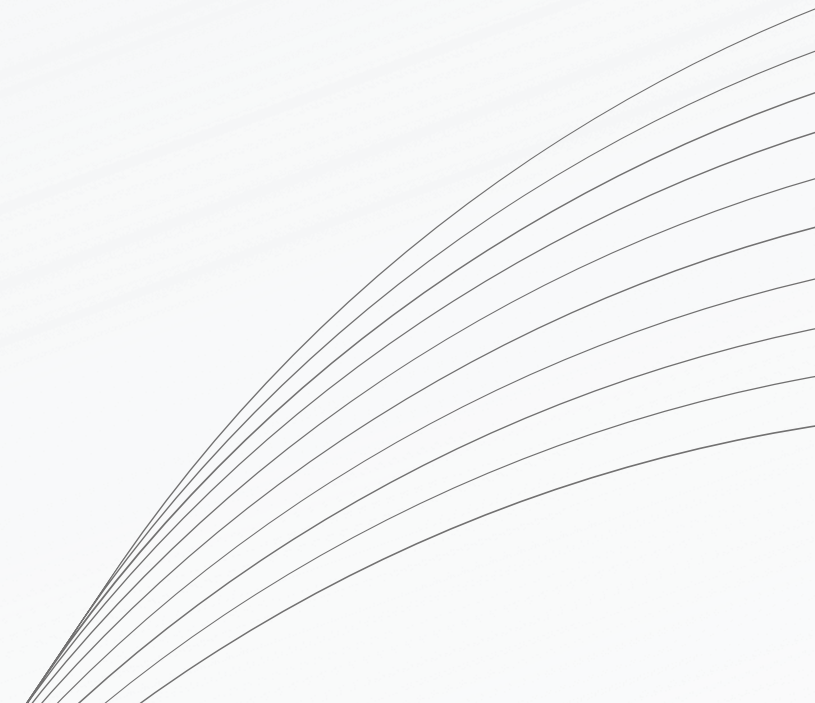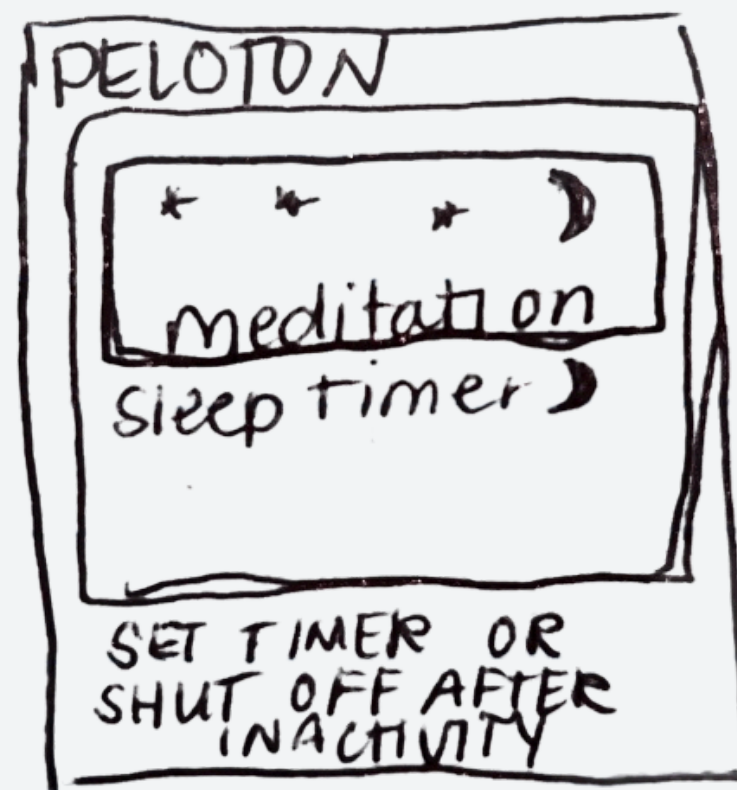
POV STATEMENT #1

Users who use the app for meditation as well as workouts **need** a sleep timer that automatically shuts off after a certain amount of time (and/or inactivity) **because** otherwise, their phone will stay open and on all night long.

BRAINSTORMING:

automatic sleep timer; inactivity monitor on iPhone needs to override the Peloton app; option for app to close automatically after meditation is over; also have an ability to keep the phone on, should you not fall asleep

SKETCH:

ANALOGY:

- spotify sleep timer
- audible sleep timer
- alarm clocks
- tv sleep timers
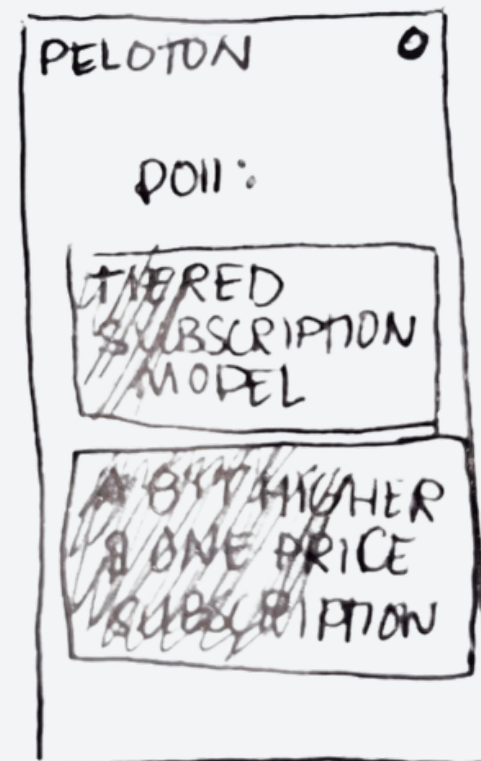- iPhone sleep timer
- DND setting on phones

POV STATEMENT #2

Users who pay for the app **need** a "one-price" subscription option **because** they feel that the tiered subscription options exclude some workouts that they think should be included in their current subscription model.

BRAINSTORMING:

one price subscription model; similar to most other workout apps; peloton users already pay a good amount of money for equipment and a membership, I doubt they would have any issues with a higher price that allowed full access; Peloton needs to communicate more with users

SKETCH:

Instagram story poll (I tried to shade in to make it look like votes) to ask users what they want

ANALOGY:

- other apps with one price subscription models
- NOT like tiered subscription models that Netflix and Hulu have
- max app
- any other one-time purchase