Digital Fitness mirror

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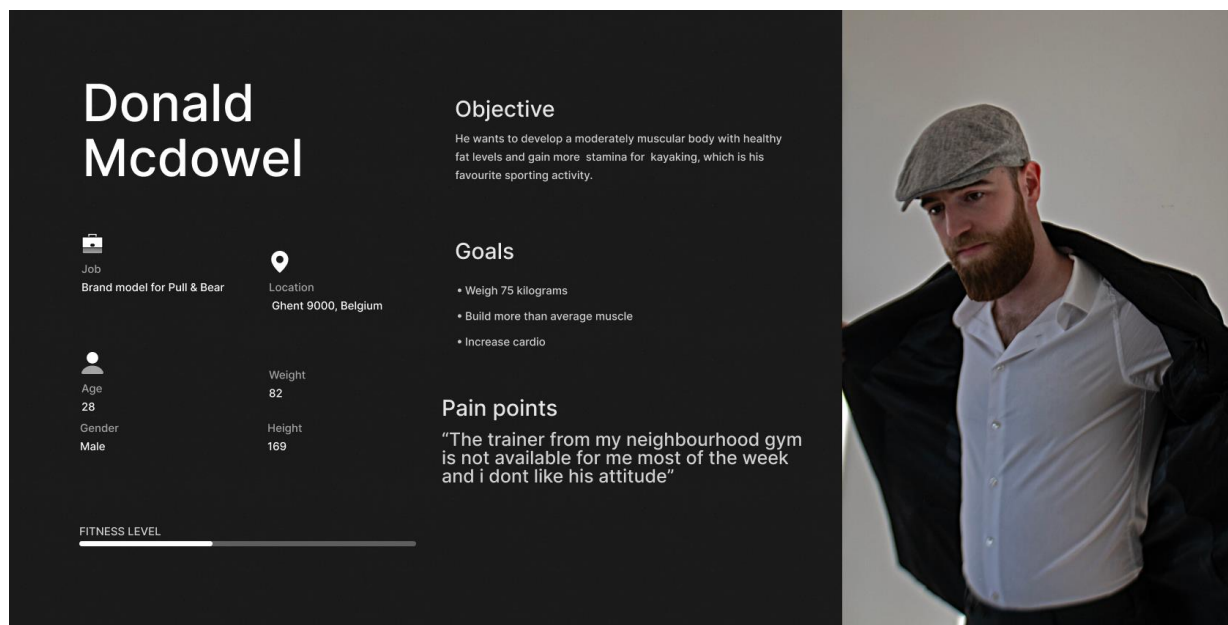- # Description of business idea (problem, persona and solution = value proposition)

Health is a valuable aspect of human life. Without it impossible for you to do anything for sustained periods. The food we eat, our habits and exercise all play a vital role in the improvement or degradation of our health status. This is where my business idea of a digital mirror comes in.

Problem

Studies have shown that people like to have solutions quickly. A personal trainer can help determine improvements in your diet or daily fitness activity, however this might cost a lot of money and in most cases an individual must book sessions and is subject to contractual agreements with personal trainers. This can be a hinderance to a number of people, therefore preventing their chance for physical improvement.

Persona

Young adult with specific fitness needs for his career and hobby

Donald Mcdowel

Job
Brand model for Pull & Bear

Location
Ghent 9000, Belgium

Age
28

Gender
Male

Weight
82

Height
169

Objective
He wants to develop a moderately muscular body with healthy fat levels and gain more stamina for kayaking, which is his favourite sporting activity.

Goals
- Weigh 75 kilograms
- Build more than average muscle
- Increase cardio

Pain points
"The trainer from my neighbourhood gym is not available for me most of the week and i dont like his attitude"

FITNESS LEVEL

The digital mirror is a chance at independence. You are in control of your privacy while being able to customize the specifications of your fitness goals in accordance with what you find appropriate. The mirror is paired with an application which uses your physical traits (age, height, weight, gender, possible health challenges) compared with the World Body Mass Index (BMI) standard in order to come up with a fitness plan that best suits you. The camera and sensor capture your body image and makes a digital projection of you at your desired appearance and estimates your progress by scanning your body periodically.
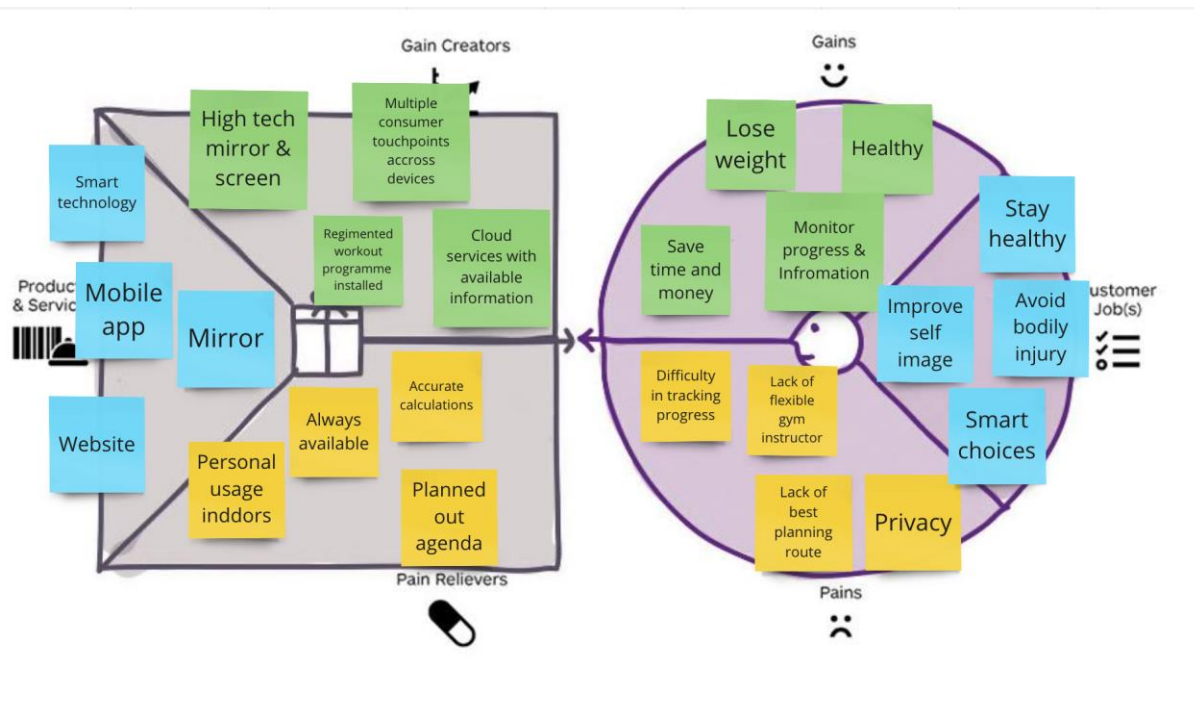
With this tool you can set a realistic goal, plan your routine and get information that concerns you. The solution is tailor made for you, potentially eliminating the need for unnecessary experiments that may cause harm. The application works by calculating the number of workouts repetitions the individual must complete to achieve the required outcome and after the outcome is achieved the application switches to maintenance mode and recalibrates.

Main hypothesis

"People want independence when monitoring their physical appearance, health and wellbeing before it begins deteriorate"

• Vision type

PROGRESS

PUSHUPS LEFT - 5023......................
SITUPS LEFT - 7034........................
SQUATS LEFT - 8456......................
LOUNGES LEFT - 9777....................

79
PErCEnt

1120 dAYS

Get Ready for New Era

That strategy doesn't need to be so rigid that it leaves no room for fun

Rekomendation
Last article in this month

10 Principels to Pack on Muscle

The Way to Make Your Dream

Best Breakfast to uild Body......

PROGRESS

PUSHUPS LEFT - ...23...
SITUPS LEFT - ....
SQUATS LEFT - ..5...
LOUNGES LEFT - ..77...
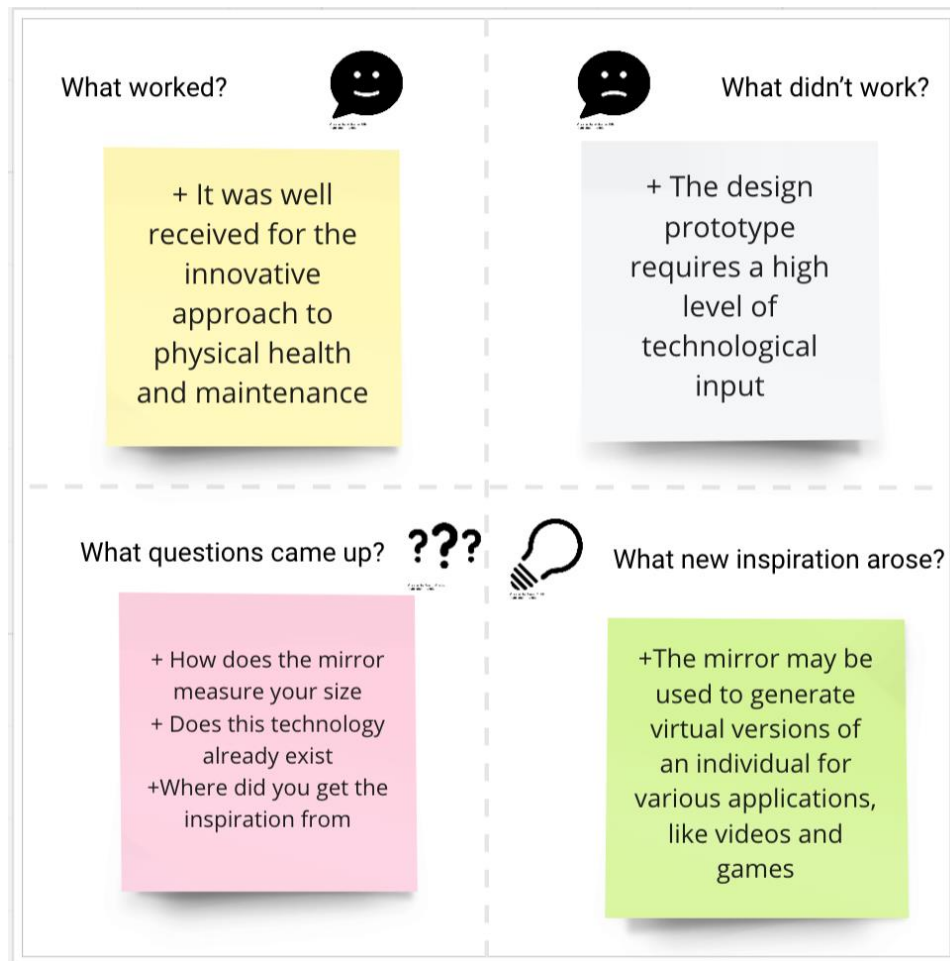
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Digital
Fitness
mirror

Testing strategy

For my testing strategy I used the INNOVATION GAMES TECHNIQUE where I asked candidates to pick which attribute, they would like to see in a digital mirror; I explained the concept and gave them the following options from which I began to develop my prototype. Especially as this technology does not exist, it is practical to let people pick from devices they knwo to be familiar with; as these devices and their features share an exact likeness (when combined) to the vision type of the digital mirror.
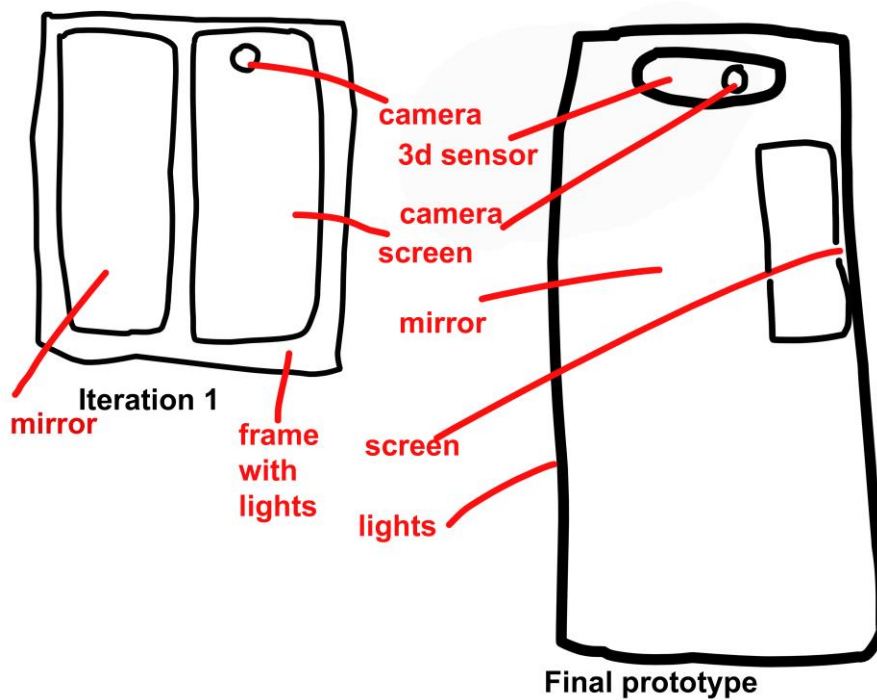

After that i developed my feedback matrix.

What worked?

+ It was well received for the innovative approach to physical health and maintenance

What didn't work?

+ The design prototype requires a high level of technological input

What questions came up? ???

+ How does the mirror measure your size
+ Does this technology already exist
+Where did you get the inspiration from

What new inspiration arose?

+The mirror may be used to generate virtual versions of an individual for various applications, like videos and games

Iteration and final prototype

camera
3d sensor

camera
screen

mirror

Iteration 1

mirror

frame with lights

screen

lights

Final prototype

MVP

MVP Experiment Canvas

Project name:	Digital fitness mirror	Made by:	Start date/time:
			End date/time:

4. Customer Engagement ❤️
How are you going to engage the customers who used your MVP, to learn and gather feedback to improve your Value Proposition?

- Follow-up call
- Emails

1. Your Customer Segment 🧑
Which segment of your target customers will experience the most value from your MVP, and can you learn from them?

People who want to maintain their fitness and health

2. Value Proposition 🎁
My company: ____(insert of company)_____ is developing ____(a defined offering)____ to help

The digital mirror is a chance at independence. You are in control of your privacy while being able to customize the specifications of your fitness goals in accordance with what you find appropriate.

-on the product website
-on the mobile application
Customer service calls,

3. Channel(s) 📣
How are you going to reach your Customer Segment and "deliver"...... ....hem?

7. Scenario / Workflow 🔄
HOW does that work? Describe the steps from beginning to end.

- Customers get referred to our website
- Customers can check and pay for a digital mirror online
- logistics team confirms and sends the mirror to the customers house
- Follow-up call and email to establish relationship and give guidance
- App profile stored, updated and used for identification

8. Metrics 📊
What will you...

- Visits to the website
- Clicks on each available call-to-action button
- Number of paid requests
- App subscription

10. Results 🎯
What are the... results of...

- General interview on the opinions of people concerning the prototype sketch; mostly positive feedback and curiosity.

11. Learnings & Insights 🔑
What are your key learnings?

What are your key surprises?

I am amazed at the positive reviews i got from people when i presented the idea and the final prototype seems very practical when compared to the technology of today

VALIDATED	INVALIDATED	INCONCLUSIVE

5. Riskiest Assumption(s) 🎲
What you are setting out to test with your MVP?

People will find other avenues to measure and monitor their fitness requirements. Maybe the technology is too new

6. Experiment Format 🚗
WHAT type of experiment are you going to run?

"Wizard-of-Oz" MVP: digital requests by customers. They click a fake order button and i record the metrics

9. Success Criteria 🏆
How do you qualify and/or quantify a successful outcome of this experiment?

"I will run the experiment with at least 250 visitors to website and define it a success when 25 visitors become a customer by clicking subscribe. This represents a conversion rate of 4%."

12. Next steps 📱

- I are pursuing this idea
- I will continue to make iterations

Learning and insights MVP

I got feedback on the idea iterations and the vision type which is quite interesting. The reception for a personal device that can help to record activity and give insight to the activities that can help improve a person's health is quite interesting to know.

Hypothesis

From my developed user flow i deduced that the customer is constantly going to need the app for details and continual updates.

BMC
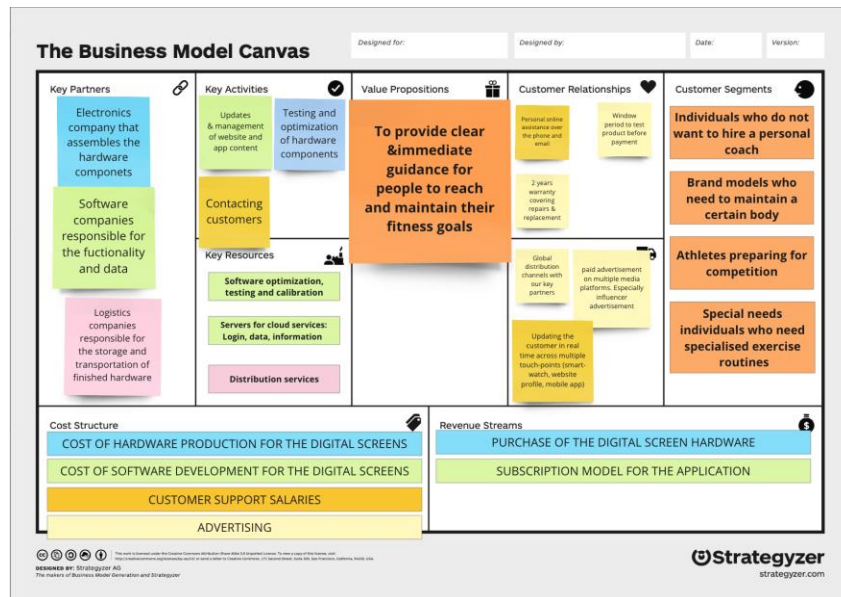
1. Brand influencer advertising might be the best way of advertising this product because the product is people centered and it will make sense for other people to see the product function.
2. The platform for customer interaction should be spread out over multiple devices which serve as touch points for maximum functionality. e.g. smart watch
3. The instructions must be clearly communicated on 'how to use' the technology for maximum benefit and in a safe way.