



Modern Fitness

Our Team



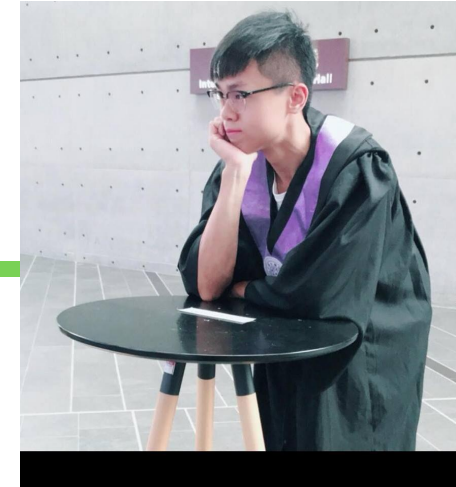
楊東穎

Specializing in coding
Team Leader



黃柏翰

Good at communicating



孔忠煦

Specializing in coding



Problem Domain



Improve
Fitness Efficiency





Needfinding Methodology

Questions & Reasons

Needfinding Methodology

Who

Participating in training frequently and consistently

Why

Our major clients are those who go to gym frequently and keep workout

How

Bringing a sincere heart and asking them whether it is convenient for them to interview face to face

Where

Conducting an interview in the gym



Needfinding Methodology

#Question1?

How long have you been training?

#Question2?

What situations are you afraid of?

#Question3?

Have you ever thought giving up training?
Why?

#Question4?

Have you ever encountered an action that harder
than you thought?
How to fix it?

#Question5?

Did you make any mistakes when you
were a beginner?

#Question6?

Which parts do you feel most proud of
after training?

#Question7?

Did some unforgettable people or statements ever
inspire you to start training?





Interview Results

Interviewees & Discussion



“No pain, no gain.”

葉宗穎

Facetime interview

Soldier



“Do not think that you can rest for a long time after practicing one day.”

陳柏勳

In basketball court

Soldier



“Shock my muscles.”

吳中信

In gym

NTU ME student



“Never give up.”

Paul

In gym

NTU ME student



“Focus on the feeling
of every muscles.”

王紹宇

In playground
NTHU ME student



“When looking in the mirror,
I know everything worth it.”

唐啟軒

In gym

NTU ME student



Analysis

Empathy Map & Needs Insights

Empathy map

SAY

- Love to workout which can gain muscle and become stronger.
- Can gain knowledge from experts.
- Too many people using the equipment at the same time.
- Too crowded to find a space.
- It will make me workout harder when I see others' success.
- Waste too much time waiting.
- Some people occupy the equipment and use cellphone.
- Use some equipment which are not popular.
- I truly become powerful and stronger.
- Breaking through the stationary point is full of accomplishment.

DO

- Be angry at those who occupy equipment for a long time.
- Feel hopeless when they mention too many people.
- One interviewee is satisfied with his muscle.
- Share some embarrassing things with me.
- They feel frustrated when they talk about why they gave up.
- They focused on recalling the memory when we asked a question.
- Take workout as a challenge not an exercise.
- Show their muscles directly.

THINK

- I want to do heavier weights.
- I look forward to shredding my body.
- Bigger muscles.
- Increasing exercising performance.
- Workoutting alone is not efficient, while workoutting with friends can stimulate each other.
- I should go to gym at unpopular time.
- Crowded environment might make me decrease the desire of workout.
- Should someone manage and prevent people occupied equipment for a long time.

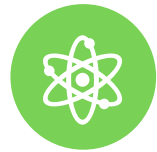
FEEL

- Angry because we have same experience when they cannot use what they want and are forced to use another equipment.
- Unbelievable and grateful to share their experiences in detail.
- Like a Yes/No questions when the interviewees are shy.
- Regain the original aspiration why workout so hard.
- Sad because they spent too much time waiting.
- Funny because they demonstrated embarrassing thing again.

Insights & Needs

Insights

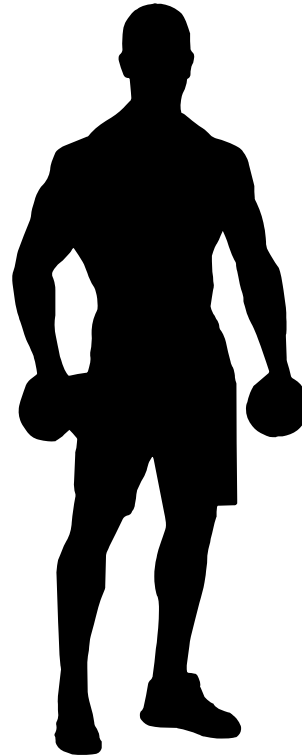
Too crowded.
Not enough equipment.



Do not have enough time.
Prepare for test or other activities.



Be frustrated at not getting improvement.
Hard to insist.



Needs



A monitor which can tell how many people are using the equipment.



A customized schedule.



Some videos or instructors to correct their mistakes.



Summary

Conclusion

Summary

A good schedule can save lots of time.

Never quit training.



People need a monitor to tell them when they should go to gym.

People need instructors to correct their mistakes.



Thank You