

CEE 176G/276G SUSTAINABILITY DESIGN THINKING SPEC SHEET

Toned Up

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CONCEPT STATEMENT

This product uses magnets for digital weight. Safety mechanisms detect struggle by adjusting weight, eliminating the need for spotters and ensuring uninterrupted workouts. Paired with durable construction, customisable precise weight intervals and user-friendly interfaces, our design supports sustainability by reducing the need for multiple weights. (Short paragraph <50 words)

MVP FEATURES (<10 words each)

- Magnet technology for digital weight
- Customisable precise weight intervals
- Safety features that detect struggle

MVP+ FEATURES (<10 words each)

- Individualized bluetooth-synced fitness tracking program – past progress, diet, suggested workouts
- Ergonomic shaped weights for greater accessibility
- Digital personal trainer for different workouts – physiotherapy, arthritis-prevention etc.

PROBLEM STATEMENT

First, gyms are resource intensive with the need for different weights and multiple quantities of each set of weights. Second, short supply of each set of weights limits efficiency especially during peak hours with long waiting times. Third, help is needed to re-rack overly heavy weights when people do not re-rack their weights, or in stacking and removing overly heavy plates. Fourth, gyms are manually intensive with the need for human spotters. Notably, there is a lack of digitalisation in gyms. Aligned with sustainability, how can we utilize digitalisation to resolve the above?

COMPOSITE CHARACTER PROFILE

Active Alynna has a business niche by combining pilates and home workouts. She makes YouTube home workouts and specializes in teaching people how to achieve a lean body aligned to Korean beauty standards.

POV STATEMENT

Per her pilates-at-home business, Alynna is looking for convenient equipment and recommendations for new exercises with a tailored tracking program to monitor progress in a do-it-yourself fashion.

OTHER CHARACTER PROFILES

Mighty Mike is a long-time fitness guru committed to staying in shape per his man-in-finance image while hoping to rizz girls up.

Academic Albert requires group pressure to get things done and recently tried gyming to gain a better physique.

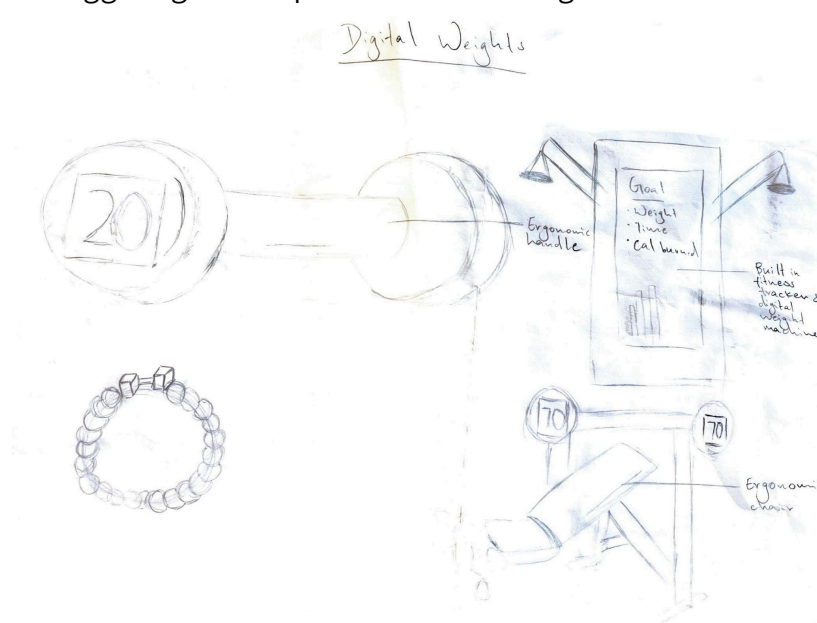
OTHER POV STATEMENTS

As a man-in-finance who is well informed about the latest products on the market, Mike loves to try out new tech products. He believes in keeping up to date, being flashy with his awareness on new products, while spicing up his workouts with new equipment.

As a novice gym goer, Albert is shy and intimidated by the fit men around him. A personalized workout will help kickstart his fitness journey while a tracker helps in keeping him disciplined by monitoring his progress. Albert hopes to be left alone in the gym and minimize interaction with the bulky men around him.

RESULTS / INSIGHTS FROM PROTOTYPING & TESTING

I noticed that my interviewees were concerned about the understandability of the product and how intuitive it would be to use. To mitigate any confusion, it was important for my design to have a clear and straightforward user interface. Instead of having just a minimalist screen, having more buttons (up/down arrows for weights adjustment) was actually more intuitive. Some suggested having an explanatory poster, though there was a general consensus that product exposure in gyms would help with uptake rate and acceptability. My interviewees also emphasized having greater safety features especially with health products like gym equipment and for emergency scenarios where the product fails in adjusting weight even when the user is struggling. I improved the design to include an emergency button.



APPEND A ~250 WORD PERSONAL SELF-REFLECTION/SELF-ASSESSMENT MINI-ESSAY ON THE SUSTAINABILITY PROJECT & YOUR EXPERIENCE WITH DESIGN THINKING. GIVE YOUR MINI-ESSAY A TITLE.

STYLISH MARKETING AND PRODUCT MANAGEMENT

Embarking on this project has been so creatively cathartic.

Design thinking showed me that it was all about problem solving. Yet it was challenging to generate ideas that could improve designs that were already functional, convenient and understood. Design thinking has been the most exciting portion - I especially love the 30 circles ideating exercise that showed me I have much room for improvement in fast creative thinking. Yet, I'm also surprised by my own creativity - I love my product name "Toned Up" and "Yuzu Summer" ice cream!

This project was born out of my love for gymming. I noticed there was a notable lack of digitalisation in gyms and thought of ways to incorporate it. I had reservations then, and still do on the technical feasibility and marketability of it. My product is further limited in appealing only to a narrow class of persons ie, those that already gym. Interviews in class were also difficult where I perceived a lack of general interest especially since most interviewees were not usual gym goers.

But perhaps it's all about marketing and optometrics. Viewing others' elevator pitches (especially C4SR Cup and Bike Buddy) showed me that marketing alone could generate that "I need this!" element. Their pitches were smooth and sexy, and made the product seem cool. I noticed different styles of pitching too - the style with loud and big actions, and the slow-burn sexy style. Both are interesting but I'd like to emulate the second style. I'm glad to have some direction for further growth!