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FUNDAMENTALS STUDIO

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# HOTSPOT

Making exercise more accessible and fun through fitness infused social media



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HUMAIRA, JEMIMA, KAVNI, KIMBERLY, MAHI, SHREYA

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# DESIGN QUESTION

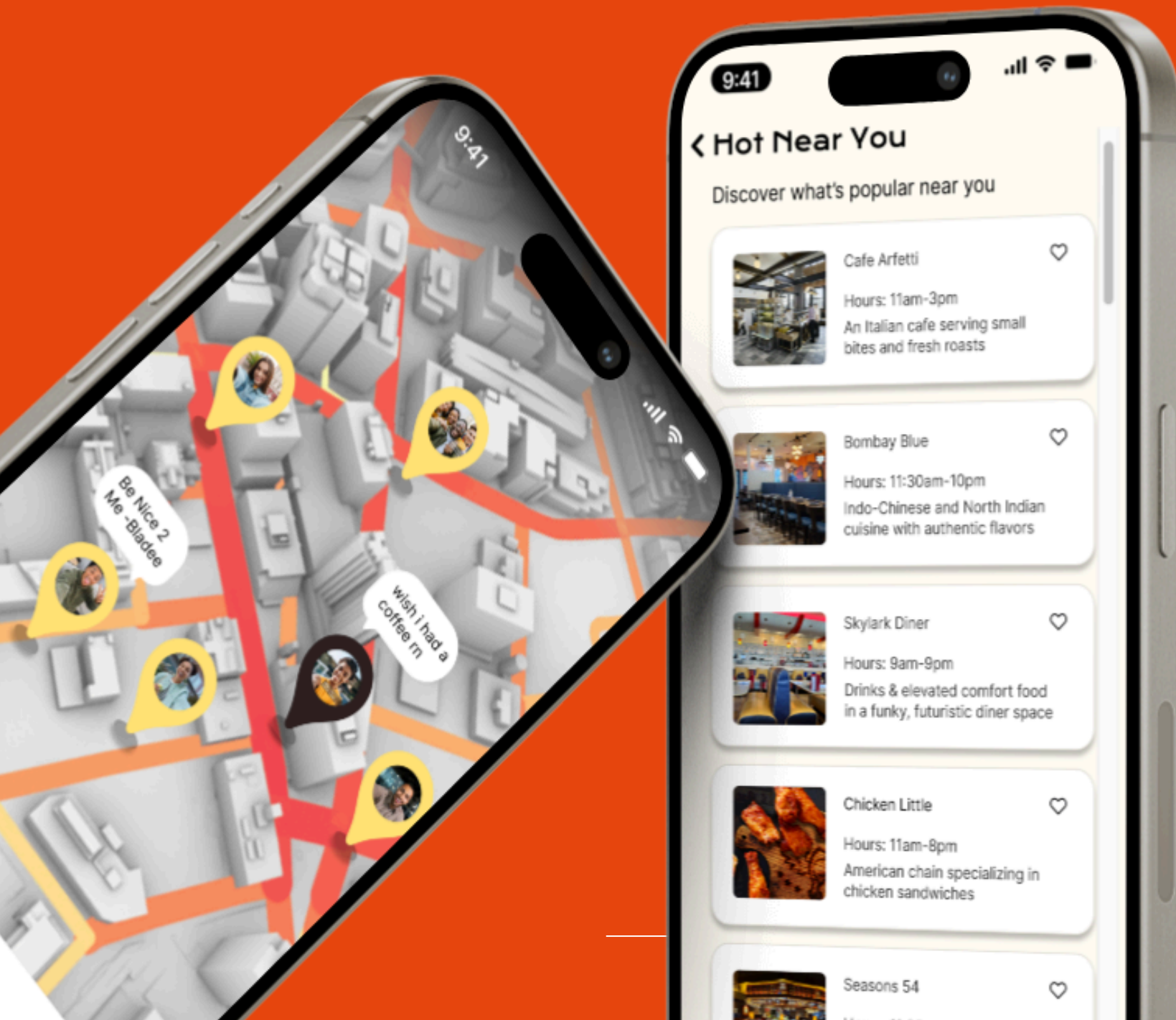
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**How can we develop a mobile app for young adults living in urban areas to foster community and encourage healthy activities like walking, without relying on typical gamification features found in fitness apps?**

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# FITNESS MEETS SOCIAL MEDIA

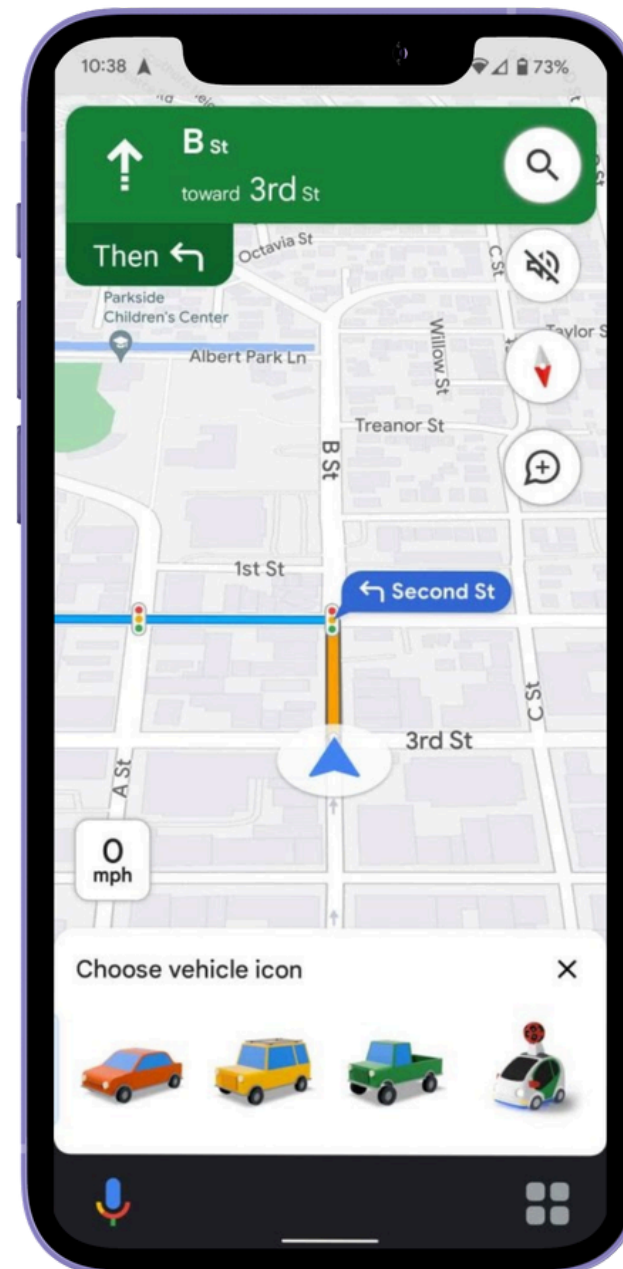
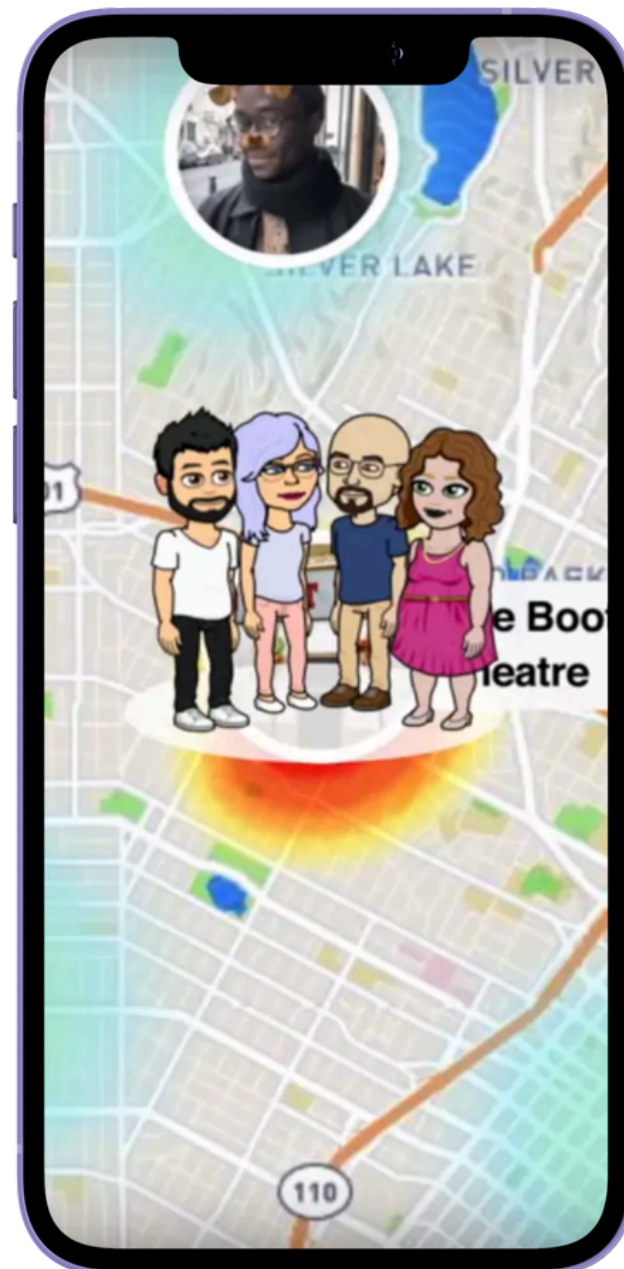


## Main Features

- group walking sessions
- tracking where your friends are live
- discovering new local places
- seeing others' posts of their experiences on walks

IDEATION

# THE CORE OF HOTSPOT



➤ Find My friends

➤ Snapchat

➤ BeReal

➤ Instagram Notes

➤ Google Maps

# AN UNCHEATABLE APP



No Leaderboard →

**“If app users become tired of the gamification design mechanism, they will reduce their use or no longer use the app. Thus, the negative effects of game-based designs can lead to the complete failure of the app.”  
(Yang & Li, 2021)**

← Directions Only



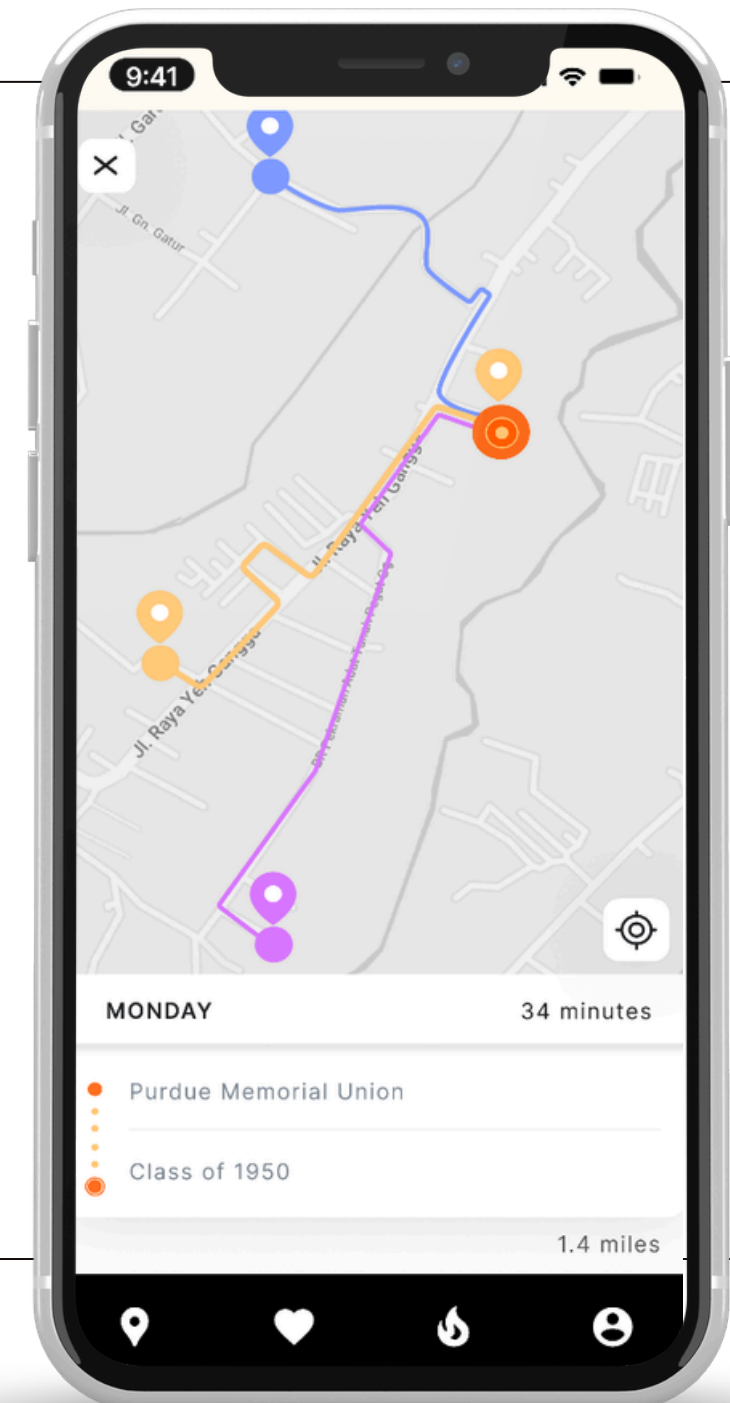
# CULTIVATING COMMUNITY



**“to stay connected with friends”**

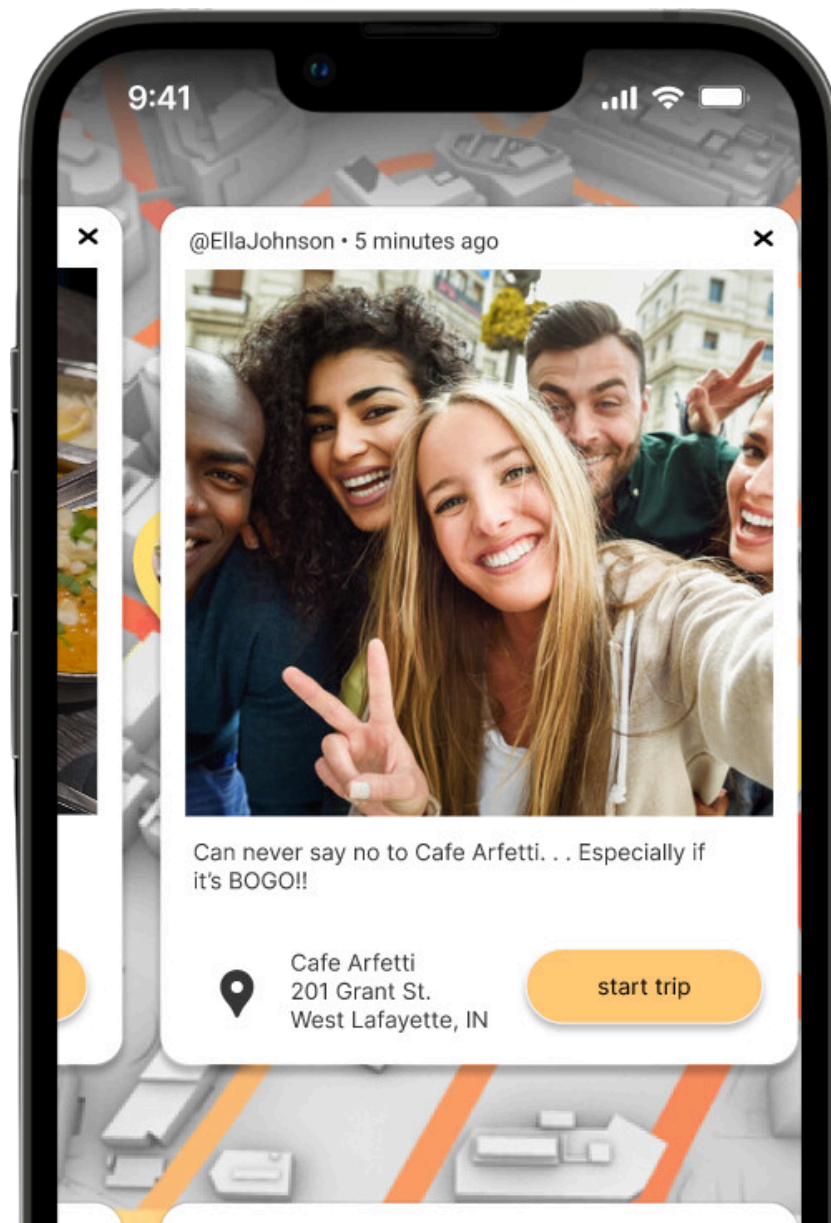
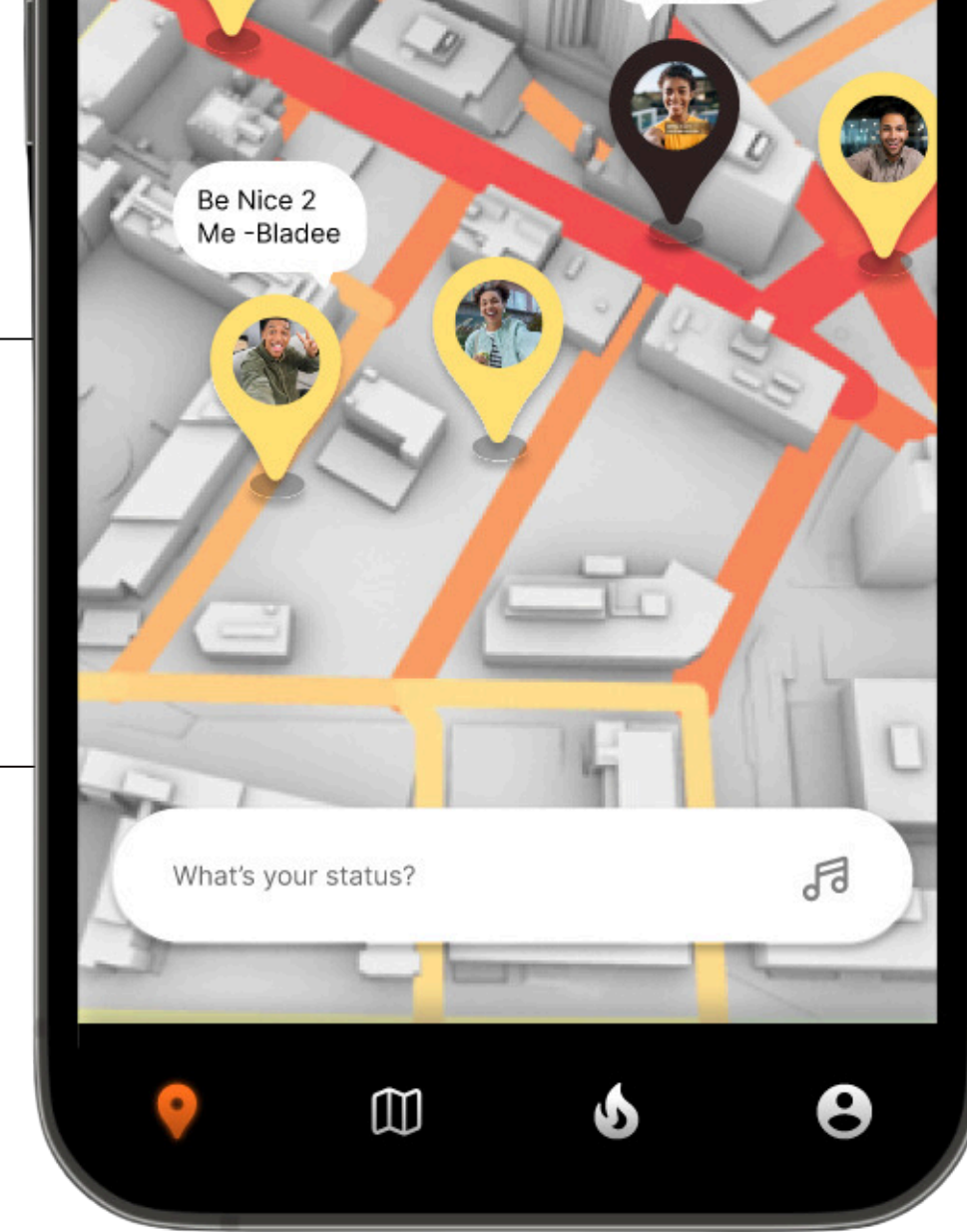
**“Fitness communities can be toxic”**

**“Exercising in groups lowers stress levels by 26% and improves mental, physical, and emotional QOL by 12.6%, 24.8%, and 26%”  
(American Osteopathic Association, 2017)**



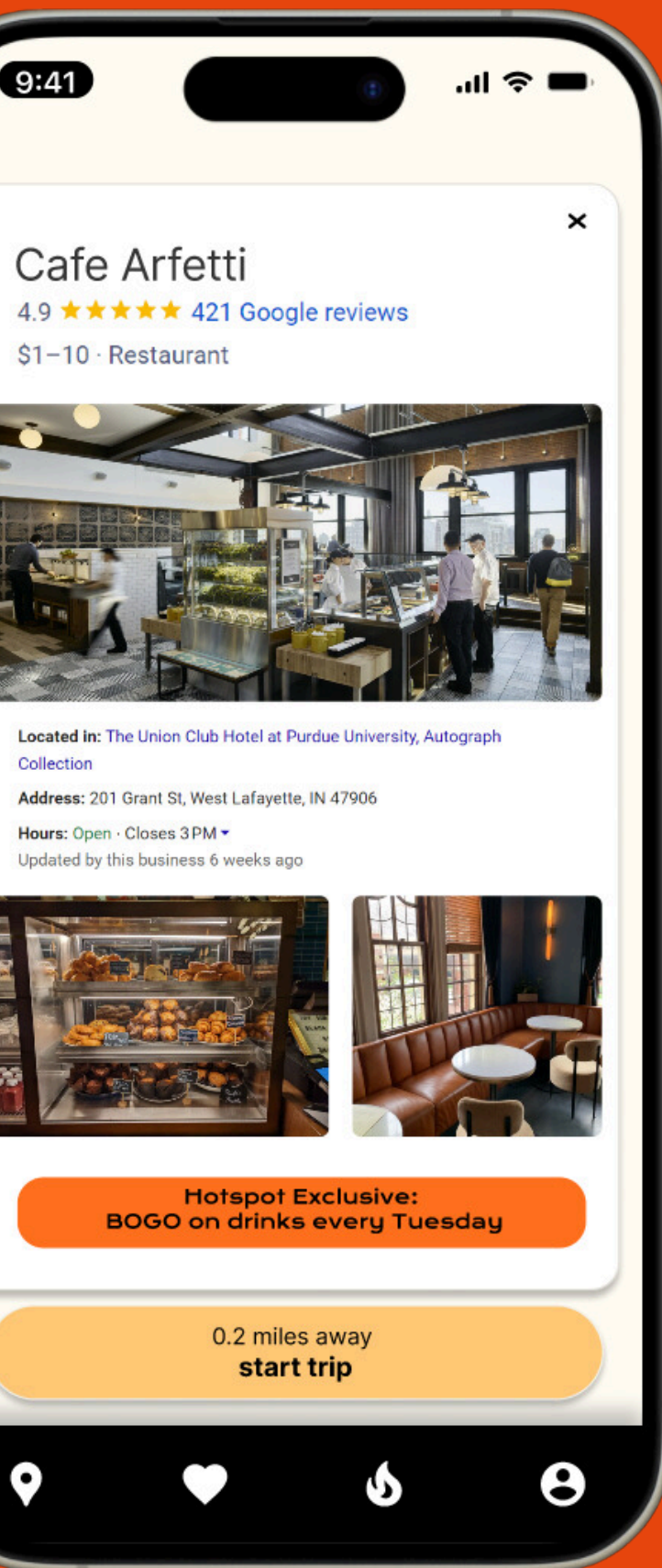
# CONNECTING WITH FRIENDS

See their thoughts →



← Check where they've been

**“social media sites. . . provide extensive opportunities to youth to connect with others, express their creativity, and assert their self-identity through pictures, text, audio, or videos”  
(Benefits and Harms, 2022)**



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# THE REC LIST

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## Exclusive Club

Businesses have the opportunity to be featured on our rec list if they enroll in our subscription program. Once you join, your storefront will have a dedicated space on the rec list of the app

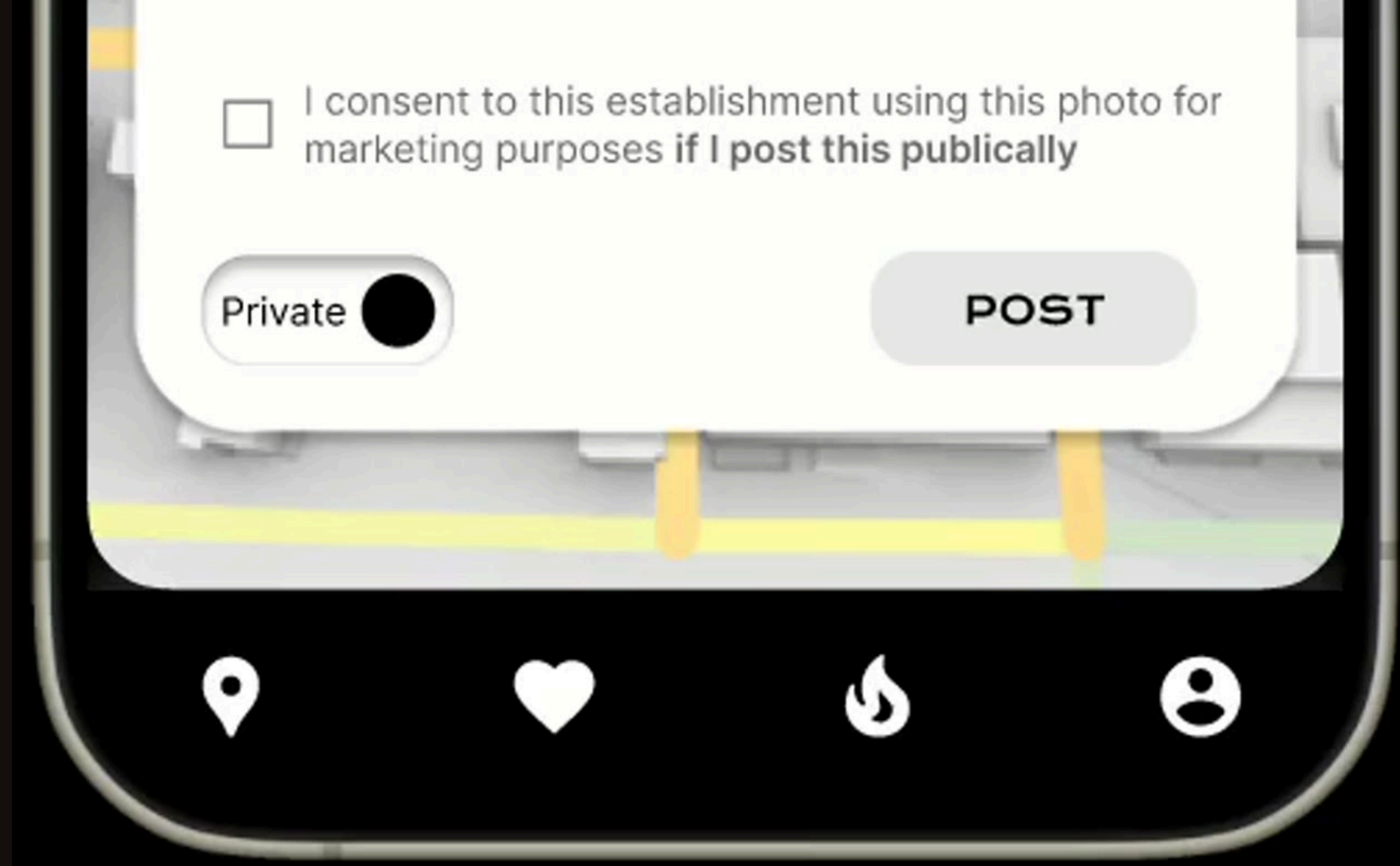
## Sweet Deals

All rec list members must offer an exclusive coupon to Hotspot members. This helps us keep the cost of the subscription low by incentivizing users

## Marketing Assets

All publicly posted photos of your business will be gathered in an email at the end of the month, for you to use!

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# USER PRIVACY

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## → Whitelisting

Users are asked with every public post whether or not they would like to whitelist their photo with the business

## → Verifying

Users can only tag public locations. This lessens the chance of personal addresses being leaked, and protects our users

## → Randomizing

The data that our app collects is associated with a random identifier rather than your account

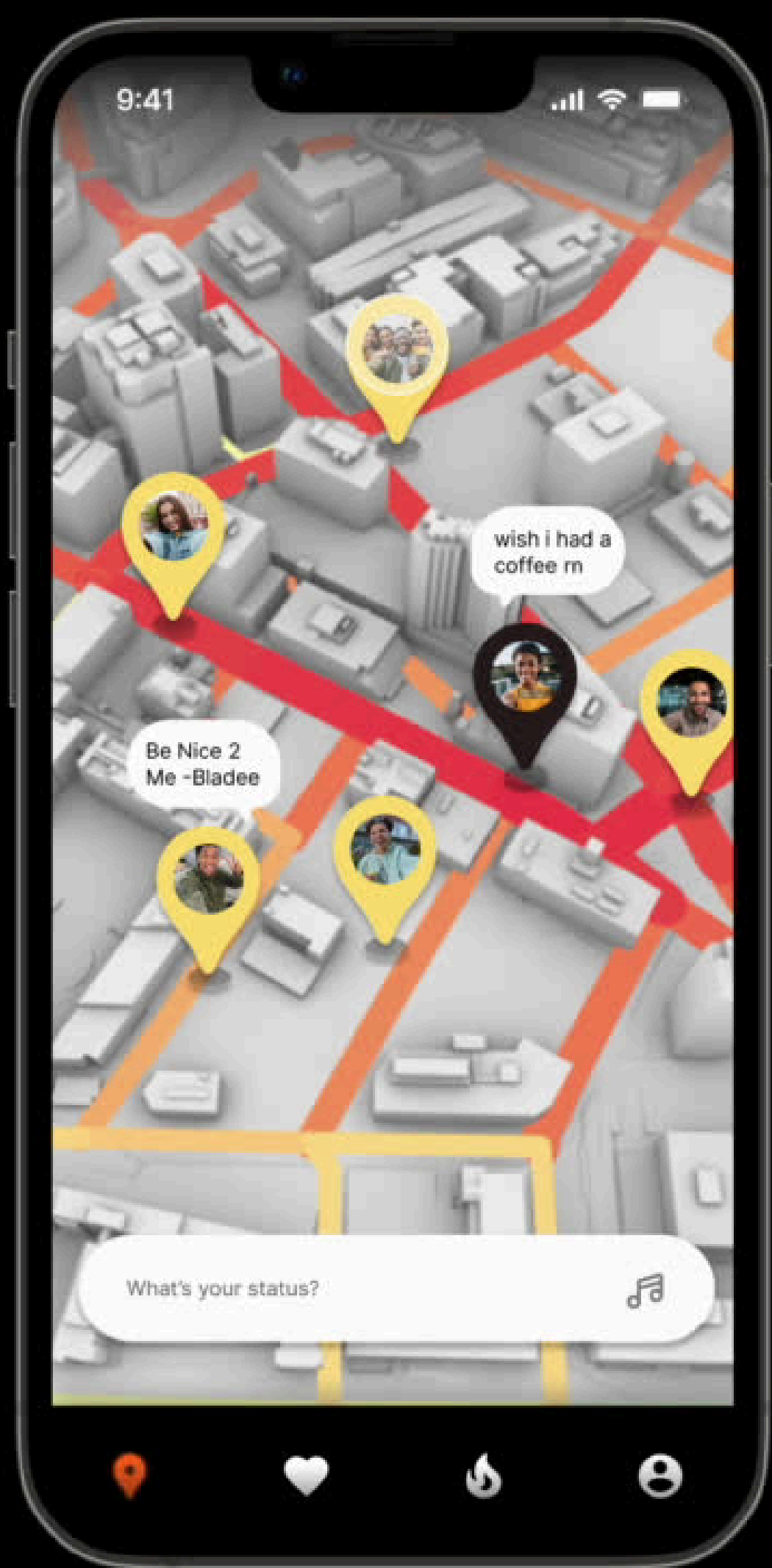
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# MEET BOB

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- Nervous to Go to the Gym and Fitness Environments
- Likes Exploring New Places
- Loves Saving Money





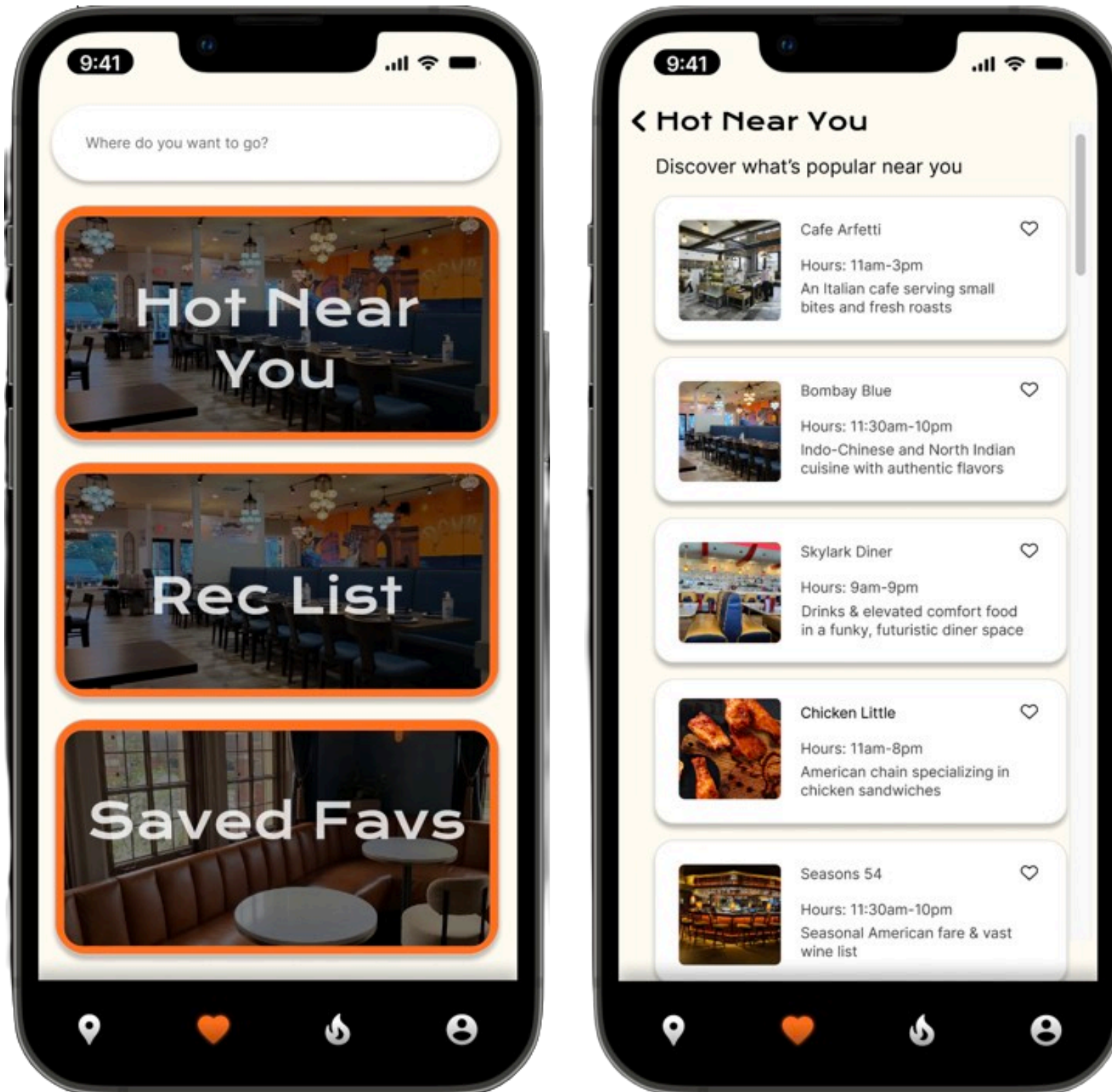
PROTOTYPE

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# HOME

- **Stay Connected**  
See where your friends have visited
  - **Visit New Places**  
Find new places to journey
  - **Redeem Coupons**  
The more you walk the more coupons
  - **Post**  
Share where you are walking to
-

## PROTOTYPE



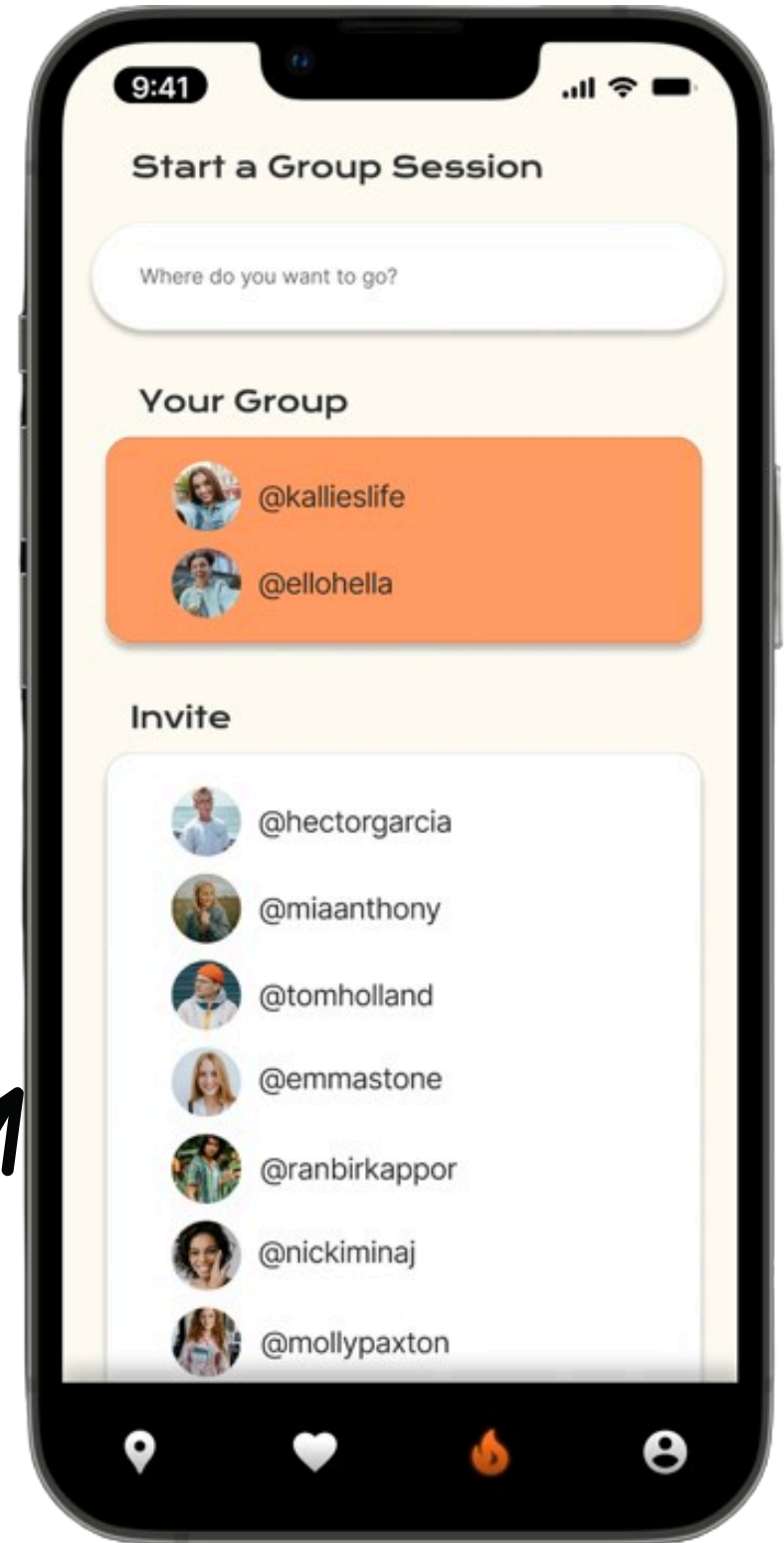
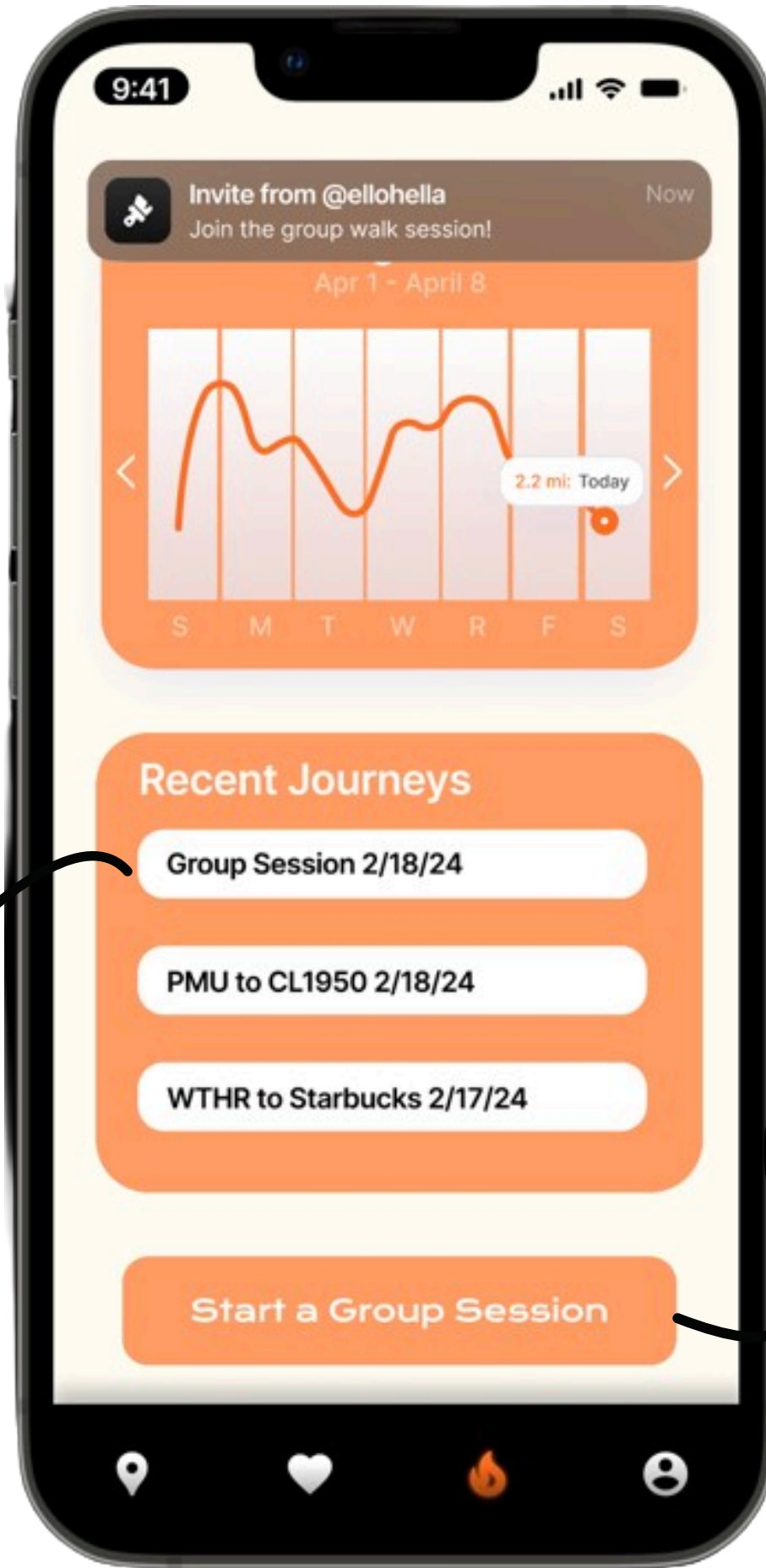
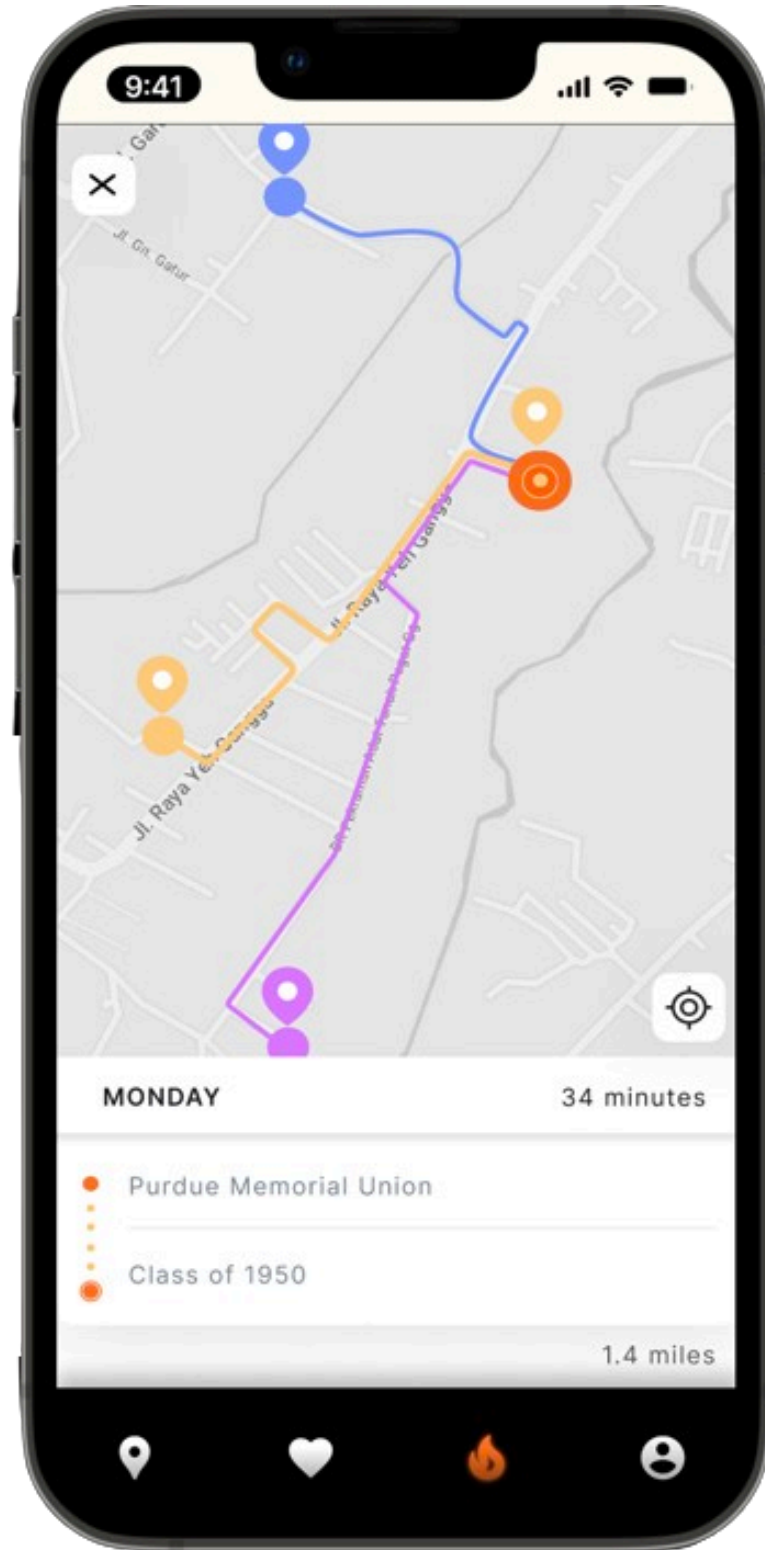
# LOCATIONS

→ **Hot Near You**  
Discover popular places to visit near you

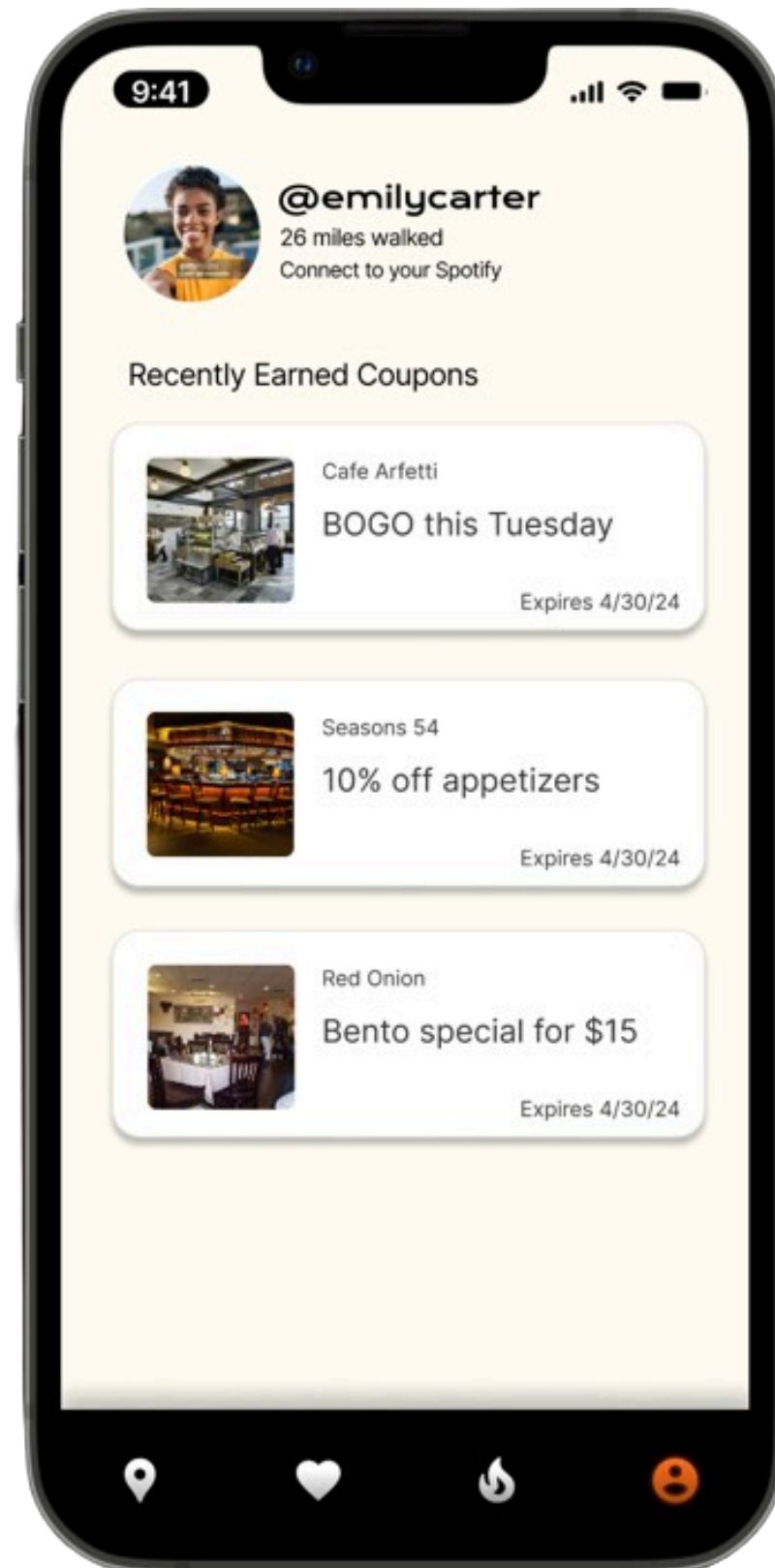
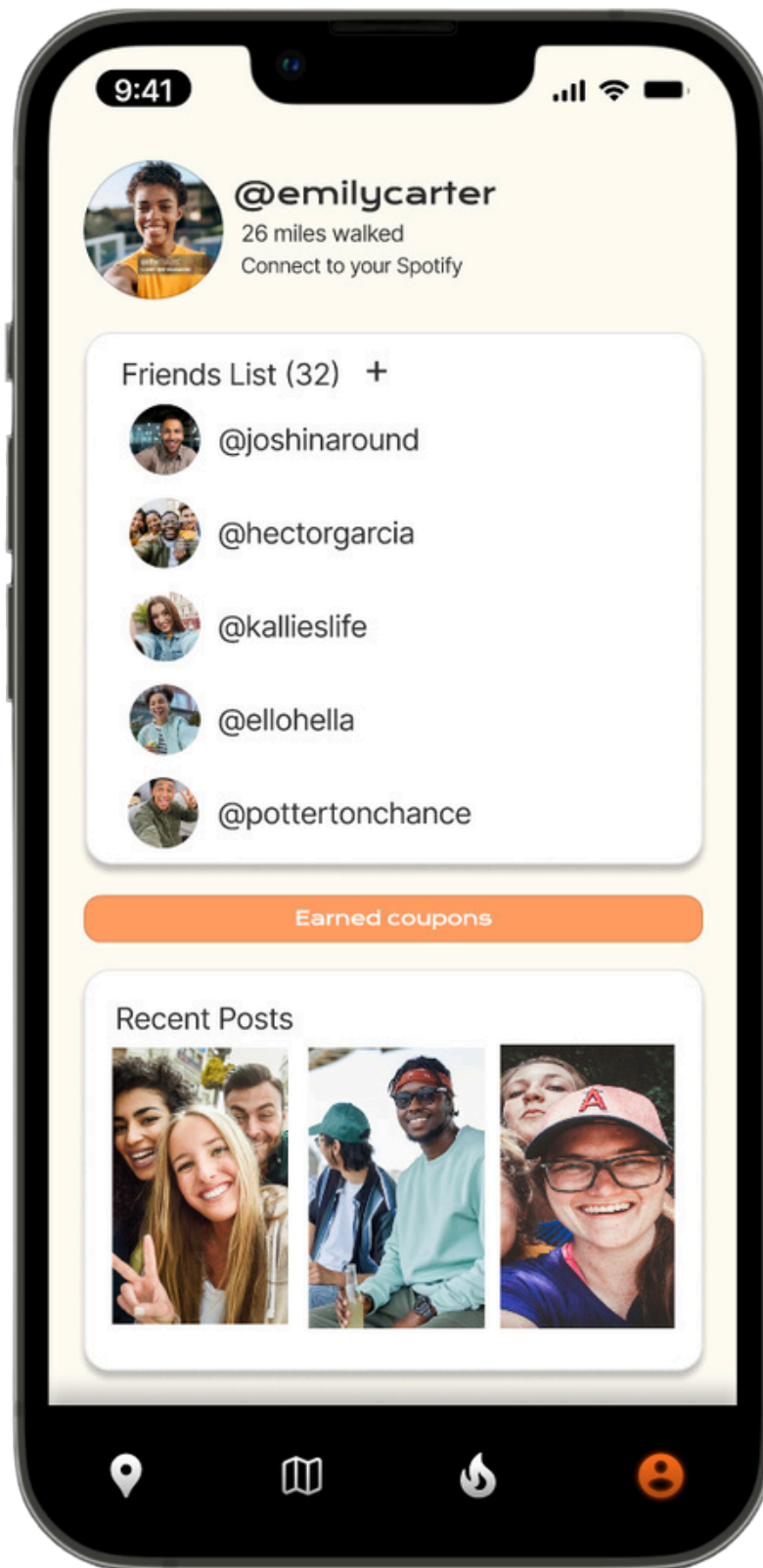
→ **Rec List**  
Companies can pay to promote their business, supplying coupons and other deals to users

→ **Saved Favs**  
Here you are able to save locations you like or want to visit

# FITNESS



## PROTOTYPE



# PROFILE

## → Add Friends

Discover popular places to visit near you

## → View Coupons

Companies can pay to promote their business, supplying coupons and other deals to users

# APPLE WATCH

→ View Directions





## Bailey, College Student

"I love Hotspot because it would **motivate** me to get out and **explore new places** while **staying active**. The idea of earning rewards for walking to different spots is so cool, and it makes me excited to see which hotspots I can discover next."



## Parik, Recent Grad

"Hotspot would be a **game-changer** for me. As someone who struggles to stay motivated to exercise, the app's **community aspect** would be incredibly **encouraging**. Knowing that others are also out there walking and sharing their experiences makes me feel part of something bigger and also **opens up opportunities** to explore my new city."



## Amal, Working Professional

"I've always enjoyed walking, but Hotspot sounds like it would give me a whole new reason to get out more. The app's **simplicity** and **focus on community** seems enjoyable to use, and I love the sense of community the app offers"



# TAKEAWAYS & IMPACT



## ➤ **KEY TAKEAWAYS**

Diverse exercise options, social connections, efficient workout planning

## ➤ **IMPACT**

Inspire a shift in fitness approach for happier, healthier lives without the need for gamification

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FAKE OUT

CGT 270

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# QUESTIONS?



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BORCELLE

PRESENTATION

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**THANK  
YOU.**



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