The team
The problem

Exercising is hard
The problem

Forming fitness habits is even harder
Our goal

Help people build fitness habits
The journey

Research → Current trends → Experiment → Behavioral model → Design → Product
Research
User interviews

- 27 Interviews
- Regular and irregular exercisers
- Mainly university students at Berkeley
Interview insights

- Accountability
- Social interaction
- Finding balance
Survey - 164 responses

- 46% cite a lack of self-discipline
- 65% enjoy exercising with friends
- 63% are comfortable sharing activity schedule
The journey

Research → Current trends → Experiment → Behavioral model → Design → Product
building fitness habits through exercising with friends and self-motivation
Casual exercise groups with real friends
Motivating yourself
Building habits
Let’s take a look
How did we get here?
The journey

Research  Current trends  Experiment  Behavioral model  Design  Product
Current Trends
Competition
Quantified self
The journey

Research  Current trends  Experiment  Behavioral model  Design  Product
Experiment
Will people actually share?
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ALONG</td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td></td>
<td>Group fitness class: STRONGER</td>
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<tr>
<td></td>
<td></td>
<td>at RSF combative room (Shubham/Shaun)</td>
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<tr>
<td>5:00 PM</td>
<td></td>
<td>Running (Dan)</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Running around Campus (Pablo) / Suhaib</td>
<td>Running around Campus (Pablo) / Suhaib</td>
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<td>7:00 PM</td>
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<td>8:00 PM</td>
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<tr>
<td>9:00 PM</td>
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</tbody>
</table>
Next iteration
# tagalong

**Invite Others**
Add your workout to the calendar

or

**Join a workout**
Add your name to the activity you want to #tagalong

- Sandra
- Pablo
- Paul V.
- Ellen
- Doe Lawn

- Circuit Training @ RSF
- Pete
Validated Hypotheses

- Sharing exercise activities
- Join friends’ activities
- Continued use to form ad-hoc exercise groups
The journey

- Research
- Current trends
- Experiment
- Behavioral model
- Design
- Product
Can an application help build fitness habit?
B = MAT

- Motivation
- Ability
- Trigger
The journey

Research Current trends Experiment Behavioral model Design Product
Distilling insights
Create an event

Calendar linked: abc@gmail.com

<table>
<thead>
<tr>
<th>Time</th>
<th>19th Feb</th>
<th>26th Feb</th>
<th>27th Feb</th>
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<td>9:00-11:00</td>
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<tr>
<td>22:00-24:00</td>
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TODAY
Wednesday Feb 18th

3 p.m.

45 mins
PABLO

3 hours
DAN

1 p.m.

1 hour
SUHAIL

1 hour
JOHN

2 p.m.

2 hours
CHALLENGE

Swimming
6-7pm, Tomorrow
@ RFQ, Berkeley.

+38 Confirmed
- Dan Tani
- John Lee
- Drayl

+82 Invited
- Michael Scott
- Phyllis -

+ Tag Along
Tagalong an activity

Today, Monday, March 16

7:00 am to 8:00 am  Cycling  with Benjamin Salazar at Bay Bridge, Berkeley

7:00 am to 8:30 am  Running  with Kelly Newman at South Hall, Berkeley

3:00 pm to 4:00 pm  Swimming  with Scott Hanson at Hearst Pool, Berkeley

Tomorrow, Tuesday, March 17

8:00 am to 9:00 am  Cycling  with Kathryn Rogers at Marina, Berkeley

12:00 pm to 1:00 pm  Soccer  with Ruth Reynolds at Field, Berkeley

3 friends tagging along with Kelly:
- Kathryn Rogers
- Joe Mills
- Jasper Mills
Creating heir
Cycling
with Angelina Salazar
at Bay Bridge, Berkeley

Streak - No. of continuous tagalongs
Current streak: 7 Longest streak: 15

Motivation
"It was early and freezing cold but it is more than worth the it! Once you start cycling all the discomfort will fade away..."

Message recorded on March 12th
So does it work?

- 40 tagalongs over 3 months
- 6 different types of activities
- 15 different people
So does it work?

- 6 irregular exercisers
- 3 transitions to regular exercise
The journey

Research → Current trends → Experiment → Behavioral model → Design → Product
Future Work

- More mechanisms for habit formation
- Incorporating mental models
- App Store release
- Android development
Appendix
Monetization

Data Driven:

- Recommending to gyms what classes they should offer
- Fitness and equipment retailers
- Instructors and coaches help users progress
Technologies

Meteor

Apache Cordova™

mongoDB

HTML5

JavaScript

CSS