CPSC 490 – Fitbit Coach

Scenarios
CREATE USER SCENARIOS THROUGH PERSONAS SO YOU CAN BETTER UNDERSTAND THEM. DETAIL OUT THE CUSTOMER, THEIR PROBLEM OR GOAL, AND THEN SPECIFIC OUTCOMES THE CUSTOMER WILL ACHIEVE OR HOW SUCCESS WOULD BE MEASURED.

Digesting Saved Fitbit Data
Alexander is a 21-year-old college student who exercises more often than the average person his age. Almost daily, Alex goes out of his way to play some sort of competitive sport, usually either basketball or soccer, which has given him and long and rich history of information on his Fitbit. Alex currently uses his Fitbit to reach basic goals (ex: step counter), but his ability to interact with this information is limited by the data that is presented in the application. Ideally, Alex would be able to leverage the vast set of data on his Fitbit account to better understand his fitness trends and to see how certain aspects of his health impact his performance (ex: how sleep impacts his distance ran/heart rate during peak activity).

Enhanced Goal Setting
Katherine is a mid-twenties working woman who is attempting to lose 20 pounds. Katherine is not knowledgeable in fitness and arbitrarily exercises in hopes to reach long-term aesthetic/weight goals that she has set for herself. Ideally, Katherine would be able to propose some long-term goals which would allow the system to build a set of micro-goals tailored specifically to her profile based on other users’ trajectories towards similar goals in the past.

Motivational Tamagotchi
Sebastian is a grade school student who uses his Fitbit to compete with friends. He finds the simple step counter to be encouraging but over time has become less motivated by this primary goal. He also finds the virtual reward system on Fitbit to be unsatisfying. Ideally, Sebastian maintains his trajectory towards his goals and continues to improve. Now, Sebastian has an avatar that mimics his workout routine and that he can use to compete with his peers. The “Tamagotchi-style” motivation system will add depth to his online presence with his friends and will keep him motivated because he will feel not only motivation to beat his friends but social pressure to not have a weak avatar.

Elevator Pitch/Narrative
CREATE A STORY FOR YOUR SCENARIO. AVOID IMPLEMENTATION DETAILS THAT MAY RESTRICT SOLUTION CHOICES.

Jeremiah decided to purchase a Fitbit to help himself train for a marathon that he has in 4 months. He is in decent shape, but is nowhere near his goal of a 4hr 10minute mile. Originally, Jeremiah would only be able to track the number of steps he took, his heart rate during exercise, and other corollary statistics that he could see at the end of the day. Unfortunately, this doesn’t help Jeremiah unless he is a fitness professional trained to use this information to advance his skills.
Luckily, Jeremiah got the Fitbit Personal Trainer with his device. He now has a data-driven trainer that uses high-precision heart rate tracking, step measurements, and sleep analytics of both himself and others with a similar body profile to give recommendations on how to improve. Even better, the trainer keeps track of these metrics throughout the day, along with user inputted information on food consumption, water consumption, and weight.

Now Jeremiah can get feedback on primary goals (daily activities) and on secondary goals (longer term activities) with extreme customization to his day-to-day life.

**Target Users**  
*Specify the target users*

- General Fitbit users  
- Users that pay for gym memberships  
- Users training for an athletic competition  
- Users that hope to lose weight or improve physical appearance  
- Athletic users that aren’t willing to pay for expensive trainer sessions

**Existing Solutions or Expectations**  
*List the various ways in which a user may currently tackle this problem/challenge. With what expectations will customers approach our solution (competitors or current behaviors)?*

**Fitbit & other fitness bands**

Current solutions to providing a fitness program for users are as follows:

- Simple Goal Setting  
  - Primary goals: steps per day  
  - Secondary goals: steps per week  
- Gamification:  
  - Driving users to compete against peers on the network  
- Virtual Rewards  
  - Badges for achieving certain benchmarks within primary and secondary goals

**Under Armour & IBM:**

Under Armour and IBM have partnered to create an UnderArmour Record application combined with a Cognitive Coaching System that will serve as a personal health consultant, fitness trainer, and assistant. The system is powered by IBM Watson and will become released as features are developed.

**Requirements**  
*Identify the business, customer, and technology outcomes you expect to achieve as a result of delivering on this scenario — and then define the measures you will use to gauge progress. Ongoing iteration between PM and Quality on the outcomes, and how we measure them, will be critical to our success.*
Preliminary Research Phase
- Explore applications that use React Native
- Complete React Native tutorials and research
- Develop example application using React Native
- Gain approval for fitness data with connection to basic profile information

Design Planning
- Develop methods of analyzing data from Fitbit
- Create UI mockups/storyboard for application

Implementation Requirements
- Active analytics based on user data on the server side
- Native application that interfaces with Fitbit API

Testing Requirements
- Jest (JavaScript) Tests
- Android Unit Tests
- Android Integration Tests
- iOS Integration Tests

Deliverables

Design Documents
1. Interview data from current Fitbit users
2. Storyboard and UI mockups
3. Specifications on data analytics methods

Products
1. Mobile application written to the specs above