## Tucker, Ryan C., Jacob NaAT IMT 1102: 2, April, 2015

## **Project description**

People don't have time to go to the gym so we think this home trainer program would be a great idea to personalize a daily routine of exercises tailored to the user. Personal trainer and motivational coach Nutritionist records statistics and goals reminder & calendar



## IMT 1102 Production Practices Ideation Scenario Sheet

**User Group:** *Identify the user, based on target user group.* 

Our product was designed to cater to peoples in all levels of fitness.

**Design Problem:** Describe the context or situation in which the problem exists.

Busy schedules, a slowly recovering economy, social awkwardness, and just general inconvenience has put people off from seeking gym membership, even pursuing with a personal trainer or nutritionist.

**Motivation**: Describe an incident or condition that motivates the use of the solution (an anecdote).

Many of the time, people are more motivated to better themselves if someone is there to walk them through it.

**Solution:** Show how they access and use the solution to address their need.

Using *NaAT*, users will be able to exercise at their leisure, at a level appropriate for them. As well as all utility of a personal trainer at a fraction of the cost, available 24/7.

**Outcome:** Describe the outcome of the situation - the payoff, the problem solved, and the happy user.

A healthier lifestyle for all!



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