Team #1
Lyndsea, Fahad, and Elysia

Concept Video Creation & Development

enosi

Our team

Fahad Nabi

Lyndsea Warkenthien

Elysia Smyers

01

Solution Concept

What is Enosi?

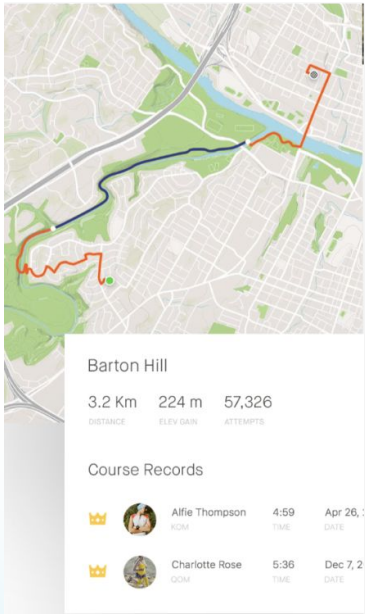
Our platform is a **community-focused** platform designed for individuals undergoing **lifestyle transitions**. We prioritize **physical and mental** wellness by encouraging **group-goal** accomplishments, uniting people in their shared journey towards better **well-being**.

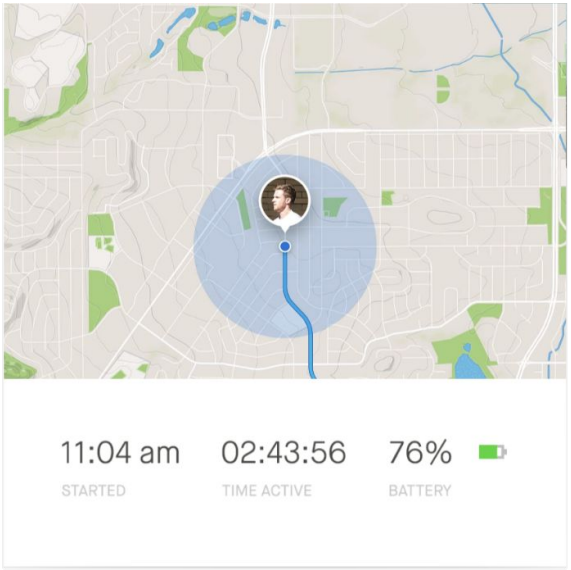
Our Mission Statement: A collective pursuit of well-being.

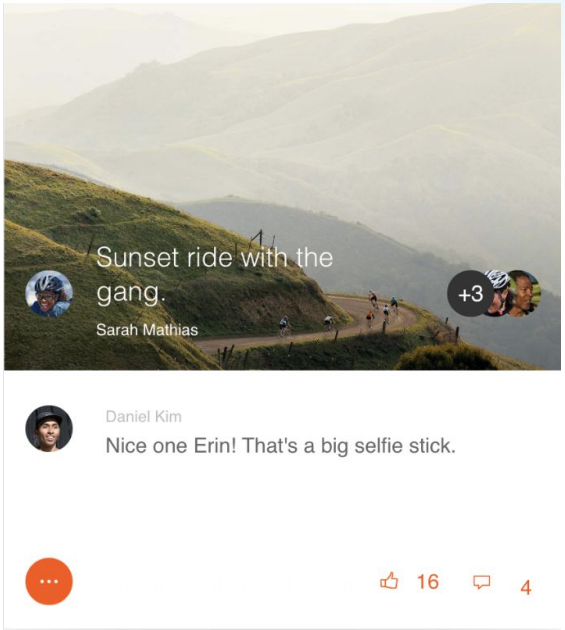
The Birth of Our Name: Derived from the Greek word, Enosis, which refers to the movement of communities that formed the modern political and social union of Greece

02

Market Research


Barton Hill
3.2 Km
224 m
57,326
Course Records
Alfie Thompson
4:59
Charlotte Rose
5:36


11:04 am
STARTED
02:43:56
TIME ACTIVE
76%
BATTERY


Sunset ride with the gang.
Sarah Mathias
+3
Daniel Kim
Nice one Erin! That's a big selfie stick.
16
4

Strava

Strava

Mission Statement

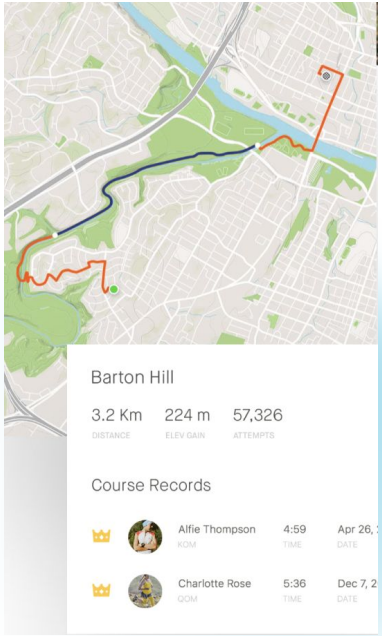
To build the most engaged community of athletes in the world. Every day, we're searching for new ways to inspire athletes and make the sports they love even more fun.

What Works In Our Problem Space?

- Mobile and Desktop Application
- Quantitative tracking of workouts and goals
- Includes a social feed where users can like and comment, promoting community and social motivation around fitness goals

What Doesn't Work?

- Lack of shared activities between groups of people, as the focus is on individualized tracking and habits
- Niche focus on runners, athletes, and fitness enthusiasts, but doesn't address user group of individuals undergoing transitions
- Med-High Barrier to Entry - Complex Fitness Measurements/Metrics



How We Differentiate

We provide people undergoing similar lifestyle transitions, with a space for motivation, support and accountability from others as they work towards shared goals together. Strava lacks this form of social connection, as it is highly individualized.

Apple Fitness+

Apple Fitness+

Mission Statement

Fitness for everyone. Every way you want.

What Works In Our Problem Space?

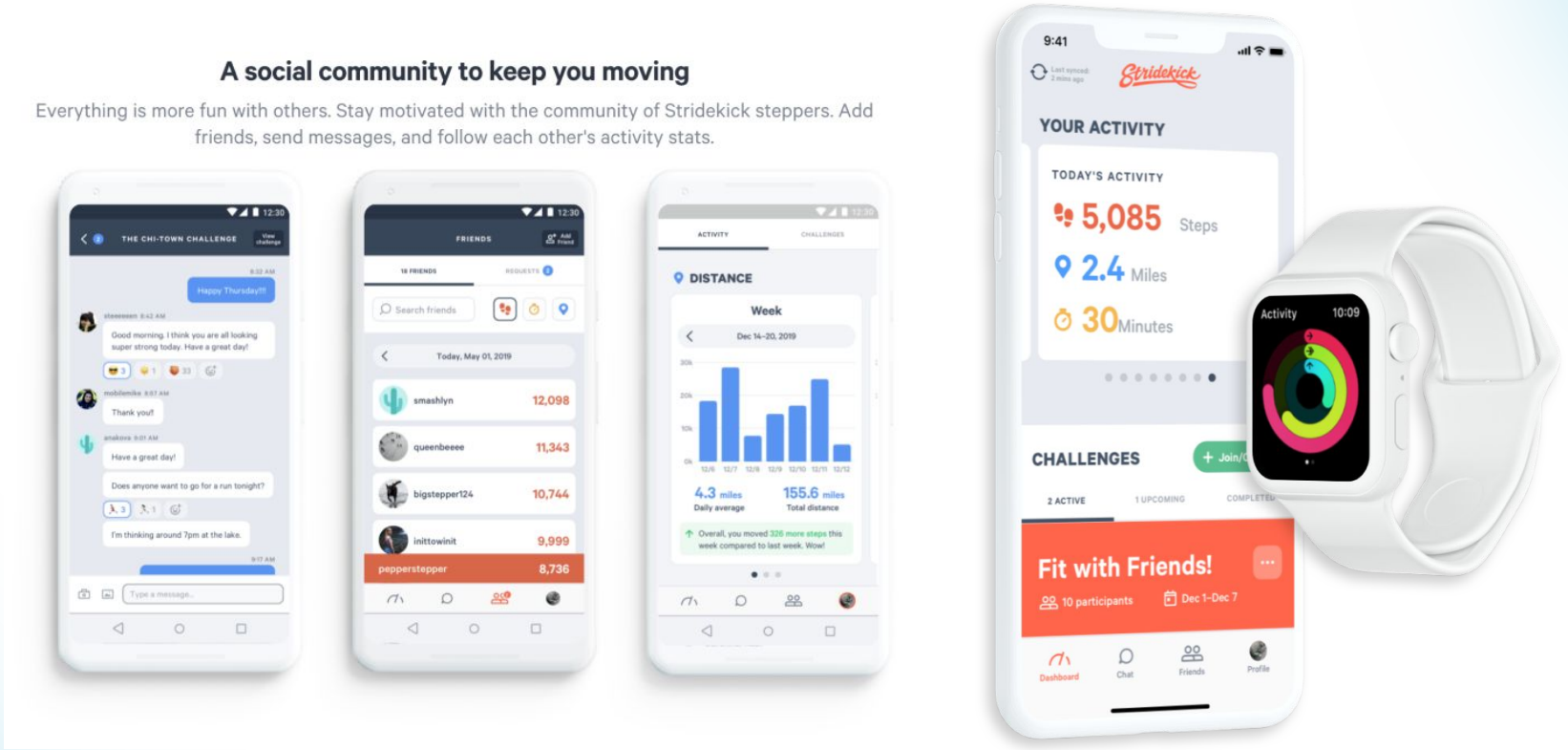
- Integrates in the Fitness app on iPhone, IPad, Apple TV/Watch
- Comprehensive offering of workout types for all levels of fitness
- Personalization using real-time metrics for custom fitness plans
- Can share fitness progress with other members, and challenge others to friendly competitions

What Doesn't Work?

- Sharing fitness goals or participating in a shared competitions requires all parties to have a Apple Watch -> High Barrier to Entry
- Fitness+ is free for 3 months, then $80 annually. Limits accessibility.
- Absence of social connection amongst groups of people who choose to take the same class or activity

How We Differentiate

We provide a platform with a lower cost, access to anyone with a smartphone or laptop, and provide users with the ability to build a support system tailored to their life experiences.


A social community to keep you moving
Everything is more fun with others. Stay motivated with the community of Stridekick steppers. Add friends, send messages, and follow each other's activity stats.
THE CHI-TOWN CHALLENGE
Happy Thursday!!!
Good morning. I think you are all looking super strong today. Have a great day!
Thank you!
Have a great day!
Does anyone want to go for a run tonight?
I'm thinking around 7pm at the lake.
Type a message...
FRIENDS
18 FRIENDS
REQUESTS
Search friends
Today, May 01, 2019
smashlyn 12,098
queenbeeee 11,343
bigstepper124 10,744
inittowinit 9,999
pepperstepper 8,736
ACTIVITY
CHALLENGES
DISTANCE
Week
Dec 14–20, 2019
4.3 miles
Daily average
155.6 miles
Total distance
Overall, you moved 326 more steps this week compared to last week. Wow!
9:41
Stridekick
YOUR ACTIVITY
TODAY'S ACTIVITY
5,085 Steps
2.4 Miles
30 Minutes
CHALLENGES
2 ACTIVE
1 UPCOMING
Fit with Friends!
10 participants
Dec 1–Dec 7
Dashboard
Chat
Friends
Profile
Activity
10:09

Stride Kick

StrideKick

Mission Statement

Connect a fitness tracker and compete in free step challenges on StrideKick.

What Works In Our Problem Space?

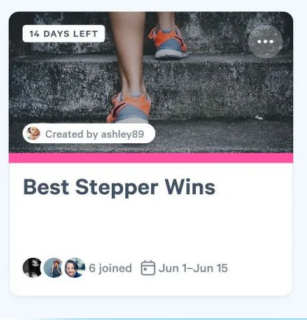
- Ability to create customized challenges, with options to invite people
- Distinct challenge modes: Leaderboard, Streak, and Target
- Team-based challenges focused on achieving a shared goal like total miles walked, or total minutes meditated along w/prizes

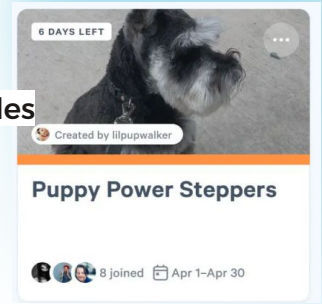
What Doesn't Work?

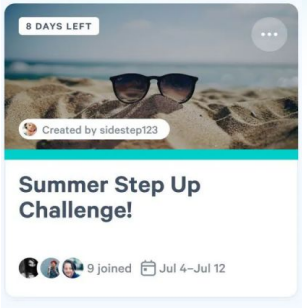
- Risk of demotivation with the emphasis on leaderboards and prizes
- Limited community-building, communication, and bonding activities beyond fitness challenges
- Lack of personalization of one's personal circumstances or lifestyle

How We Differentiate

We provide a holistic, inclusive social platform that incorporates life transition education, mixed group social interactions, and features to promote relationship-building beyond challenges for continuous motivation.







	STRAVA		Stridekick
Subscription Necessary		✗	
Focus on Community			✗
Requires Hardware		✗	
Performance-Based Social Feed	✗		✗
Individual Analytics and Metrics	✗	✗	✗

Competitive Analysis

02

Ethics and Design Values

Ethics

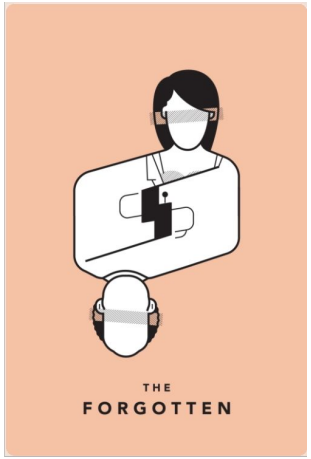
Key Actions We Will Take:

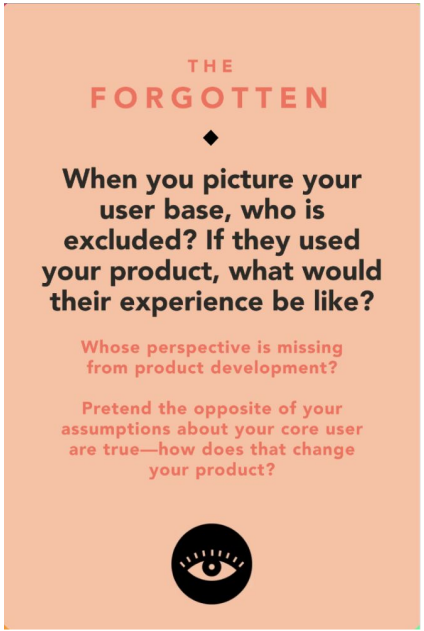
- Ensure that users are aware of the data that will be collected from them and how it will be used.
- Allow users to give informed consent before sharing their activity data with the group.
- Implement robust data encryption and protection measures to ensure data security.
- Ensure there are settings to adjust the frequency of notifications or updates.
- Opt-in for data sharing, analyzing data, using data for algorithmic improvement
- Explain and give pop-ups when users are going into areas that are going to share their data/location, such at activity mapping/tracking, example: remind users at a frequency rate of every 3 weeks that we are tracking their locations while logged into the app

Ethics

Key Actions We Will Take:

- Account for individuals who are newly accessing activity trackers and set appropriate physical goals
- Warn users they they should consult with their doctors before engaging in recommended physical goals
- Conduct a quarterly audit of social, racial, and socioeconomic impacts that our application may have; how can we mitigate biases humans have in the real world, for when they build communities online?
- Outreach to active individuals who passively consume social media, but are wary to actively share their own individual performance or activities with others
- Empower users who don't have a large circle of interpersonal connections, via providing them with tools to discover new users and people



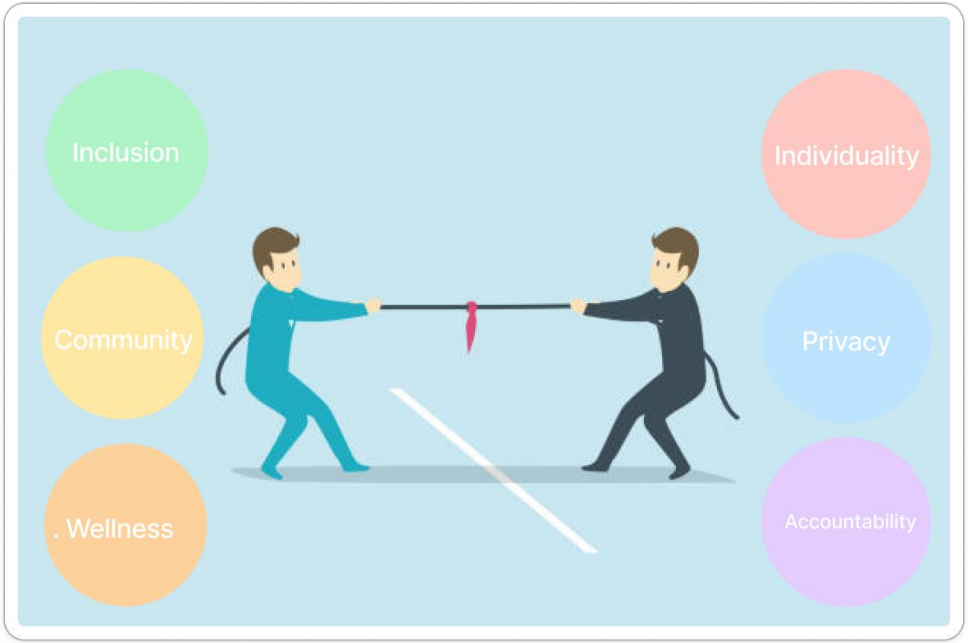


Design Values

Balancing Tensions

Finding the right balance between design values will require extreme user testing, ongoing user feedback, and evaluating tradeoffs with our MVP.

- Inclusivity vs. Individuality: While building an inclusive community, specific individual preferences may not be represented in the whole product offering.
- Community vs. Privacy: Building community requires one to put themselves out there, and share individual life experiences which may be private for some.
- Wellness vs. Accountability: Strict accountability may have adverse effects on one's own physical and mental wellness if they aren't aware of their limitations.



03

Key Stakeholders

Users Undergoing Lifestyle Change.
Social Group and Content **Moderators**.
Tech Companies with Fitness Tracking Capabilities.
Family Members and **Friends** of Users.
Designers, Developers, and **C-Suite**.
Matt & **Teaching Team**.

04

Tasks

I SIMPLE TASK

Set A **Shared** Goal

II MODERATE TASK

Log A Physical Activity

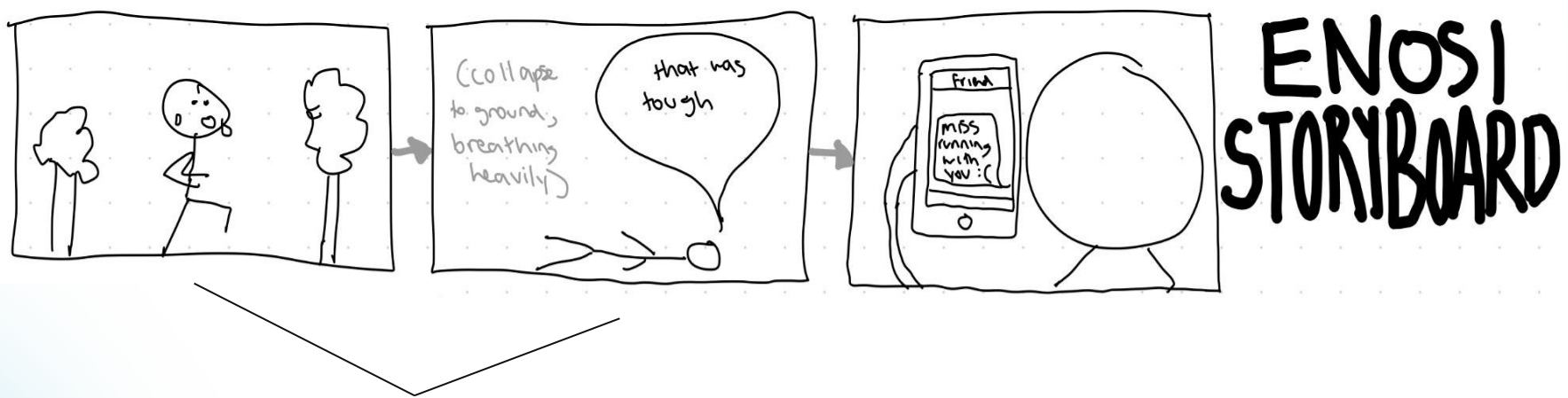
III COMPLEX TASK

Express **Encouragement** and **Support** to Others

05

Storyboarding

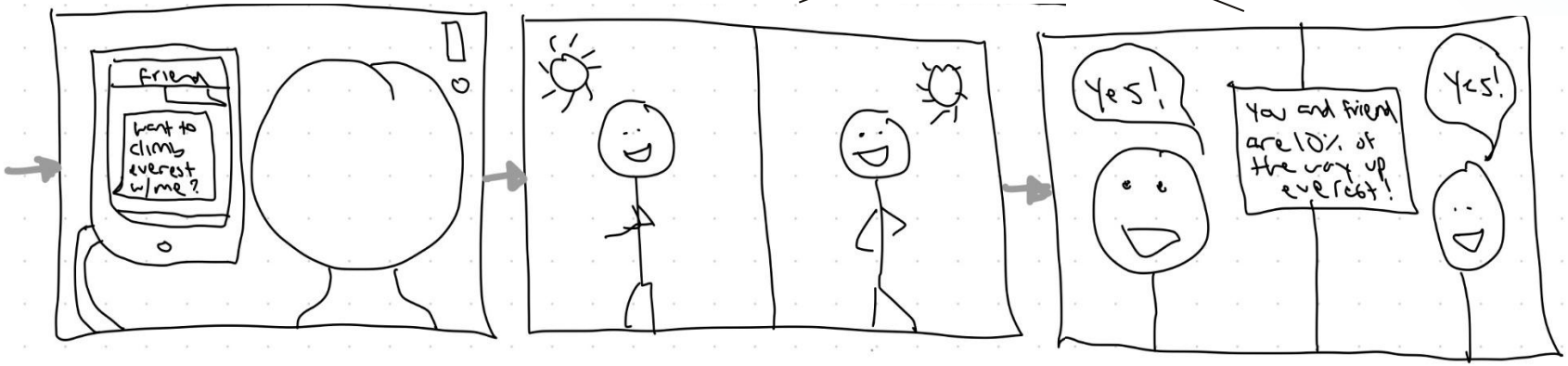
Implied Setting Change
Sense of Support from Running Buddy to Loneliness



Mood Shift
Energetic to Tired

Task 1
Set A Shared Goal

Mood Shift
Supported to Motivated

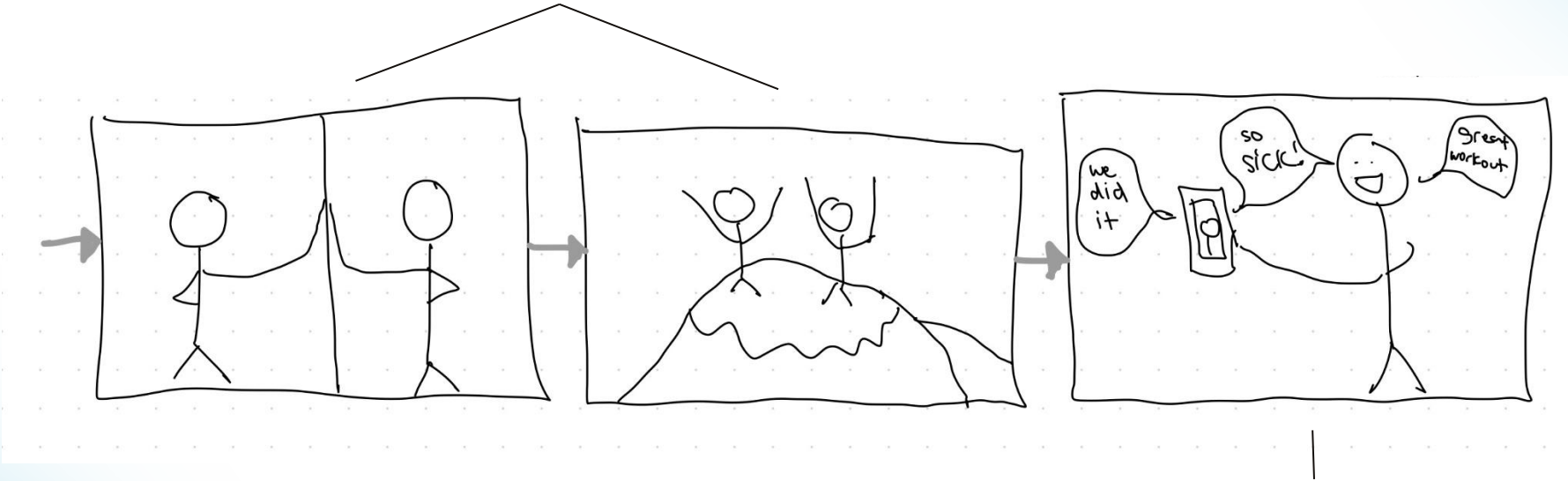


Mood Shift
Tired to Supported

Task 2
Log A Shared Activity

Task 3

Express Encouragement and Support to Others



Mood Shift

Motivated to Proud/Accomplished

06

Concept Video

Thank you!

Figma

Appendix