



## IDEATION MASH-UPS

Things in a Gym | Best Things about Summer

# HOW MIGHT WE...

...create a better fitness experience for users who have never worked out before?

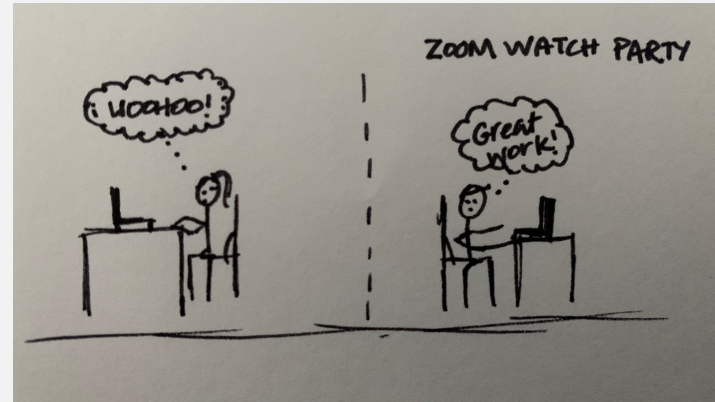


## MASH-UP DEFINITIONS

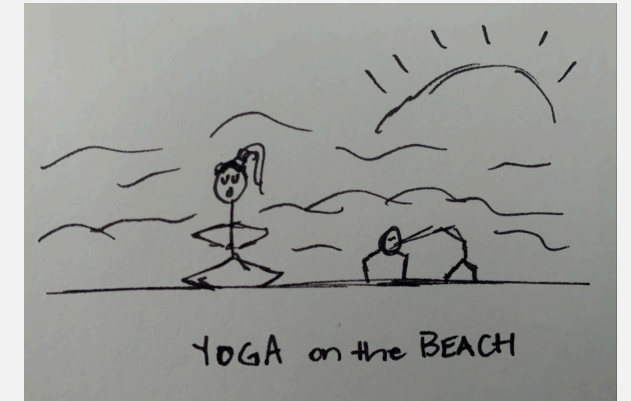
- 2.D - Yoga on the beach: This idea does not necessarily mean yoga on the beach. It is more of a general idea about allowing users the opportunity to workout from wherever they want. It will give users a chance workout where they feel comfortable.
- 3.G – Parties with Trainers: This idea promotes a celebration at the end of each workout accomplishment or levels. This gives users a chance to zoom with one of their favorite trainers and ask questions about working out. (zoom party)
- 8.A – Speakers and Warm Weather: This idea is about giving users workouts to do in the warm weather.
- 9.E – People and Free Time: This idea is about creating an enthusiastic message about using free time wisely. Maximizing your time (even if it is 20 minutes) will help create a healthy lifestyle for users.
- 10.C – Headphones and Pools: This idea is about creating a product that works like headphones but allows you to wear them in the pool to hear a swimming workout.
- 15.I – Sneakers and Lake: This idea is a generic idea about creating workout classes that appeal to a range of users. Some users like to be outside, but they are not sure what type of workout to do if they are not at a gym. This idea will cater to different types of landscapes with workouts that go with them.

# CAPTURE SHEET

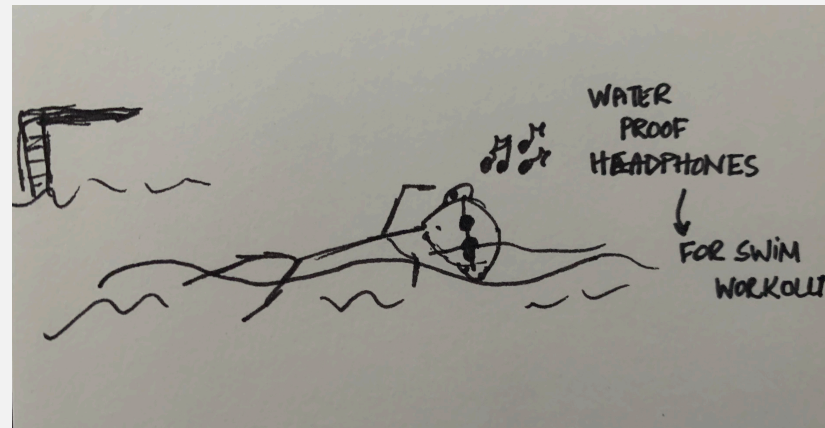
- How might we create a better fitness experience for users who have never worked out before?
- Number of people involved: 1
- Number of ideas generated: 6
- Wildest ideas:
  - Water-proof headphones



Crush a workout, zoom with a trainer!



Early riser? Beach lover? We've got the class for you!



Love to swim but need a challenge? Our water-proof headphones will be perfect for your workout needs!