



PULSE

# 0-1 Product Project



# | The Team



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 PULSE

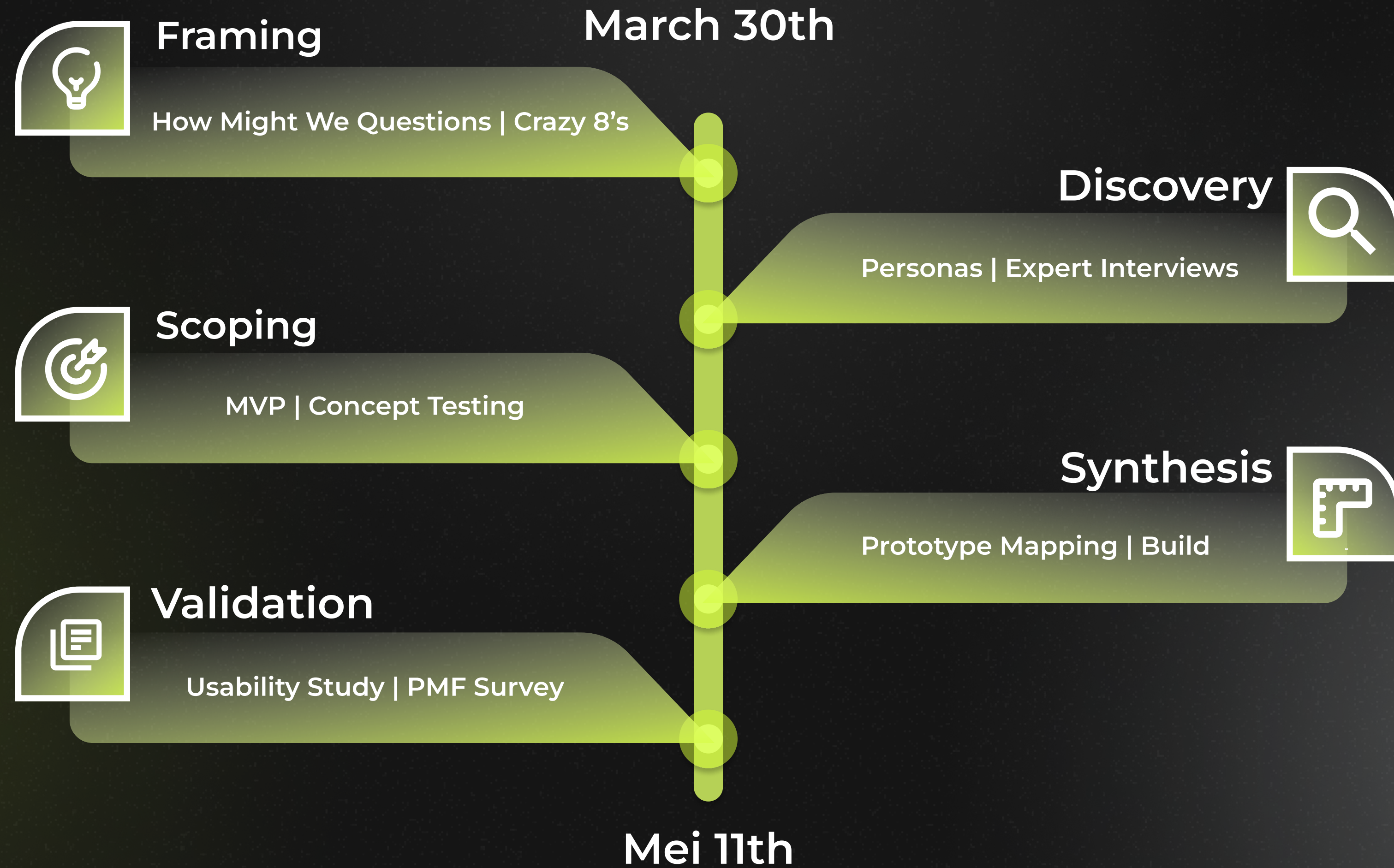
# Overview



# Problem Statement

How Might We Provide **Busy Students And Professionals** With A Personalized, **Low-Friction** Fitness Experience That Eliminates The Barriers Of **Time** And **Procrastination** To Help Them Build A **Lasting Workout Rhythm?**

# Timeline



# Research Goals



## Feature Priorities

Decide Which Features Matter Most, Like Posture Correction, Personalized Plans, Or Gamification.



## Interface Design

Explore How Information Should Be Displayed On The Mirror (E.G., Minimal UI Vs. More Detailed Feedback).



## Interaction Methods

Test How Users Prefer To Interact (Touch, Gesture, Voice, Or Automatic Tracking).



## Physical Setup & Context

Learn Where Users Would Place The Mirror And How Much Space They Have At Home.

# Personas

## MARIN, 24

**Role:** Software Engineer, SF

Marin is organized at work but struggles with gym consistency. Skipping one session often leads to a complete falling off. She needs short, efficient 30-45 min workouts.

### GOAL

**3-4x Weekly Habit**

### PAIN POINT

**Busy Schedule**

### MOTIVATION

**Confidence**

### INFLUENCE

**Reddit Fitness**



# Personas

## NYU, 20

**Role:** Film Arts Student, SF

Balancing a part-time job and heavy academic load, Nyu lacks the time for a gym commute. She needs ultra-efficient, no-commute exercise options.

### GOAL

**Maintain Daily Energy**

### PAIN POINT

**Gym Commute**

### MOTIVATION

**Study Fatigue**

### INFLUENCE

**Retail Schedule**



# Personas

## VINCENT, 21

**Role:** Game Art Student, SF

Vincent loves gaming and cooking but puts off exercise. He needs detailed plans and daily supervision to ensure standard movement and consistency.

### GOAL

**Regain Athletic Form**

### PAIN POINT

**Unsupervised**

### MOTIVATION

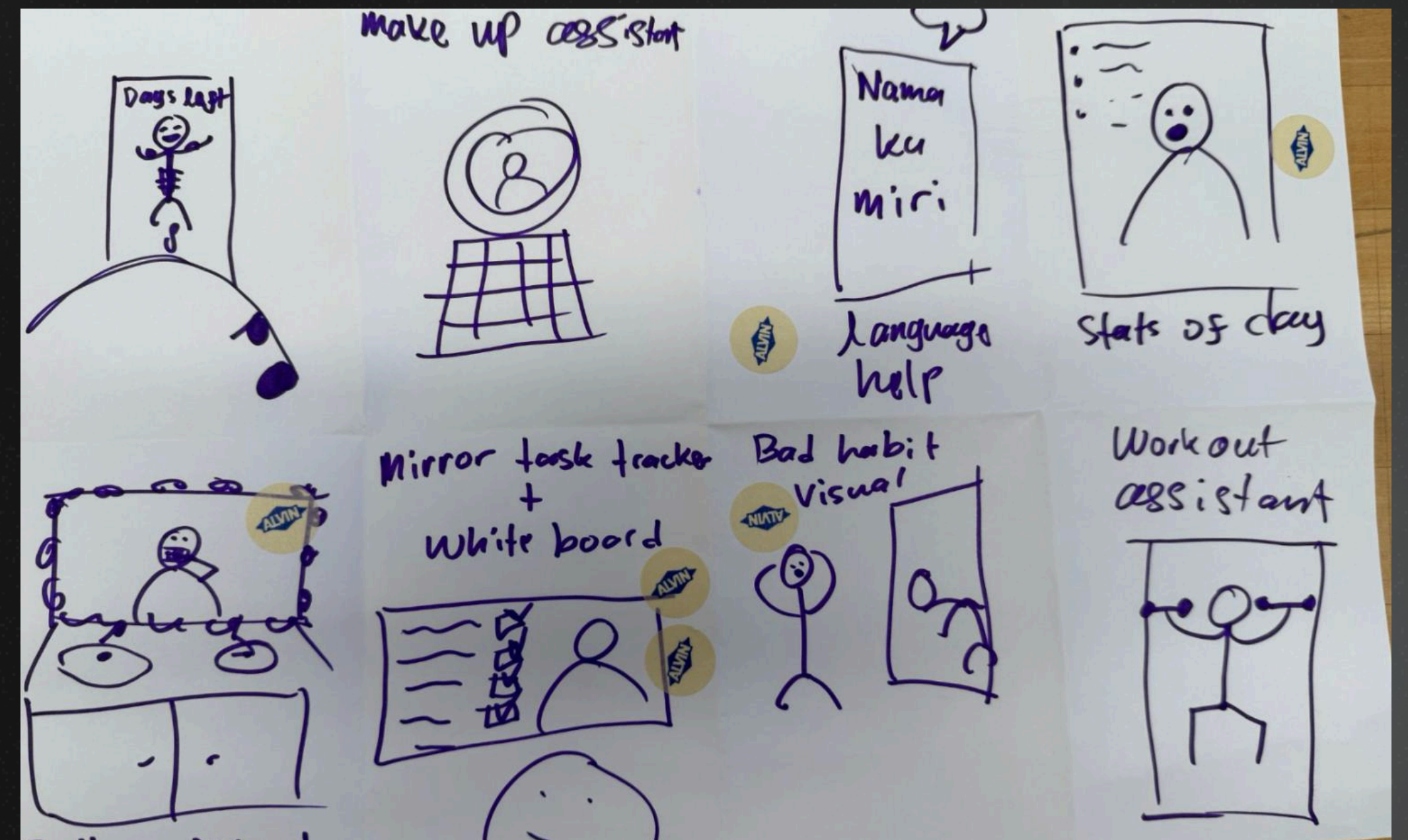
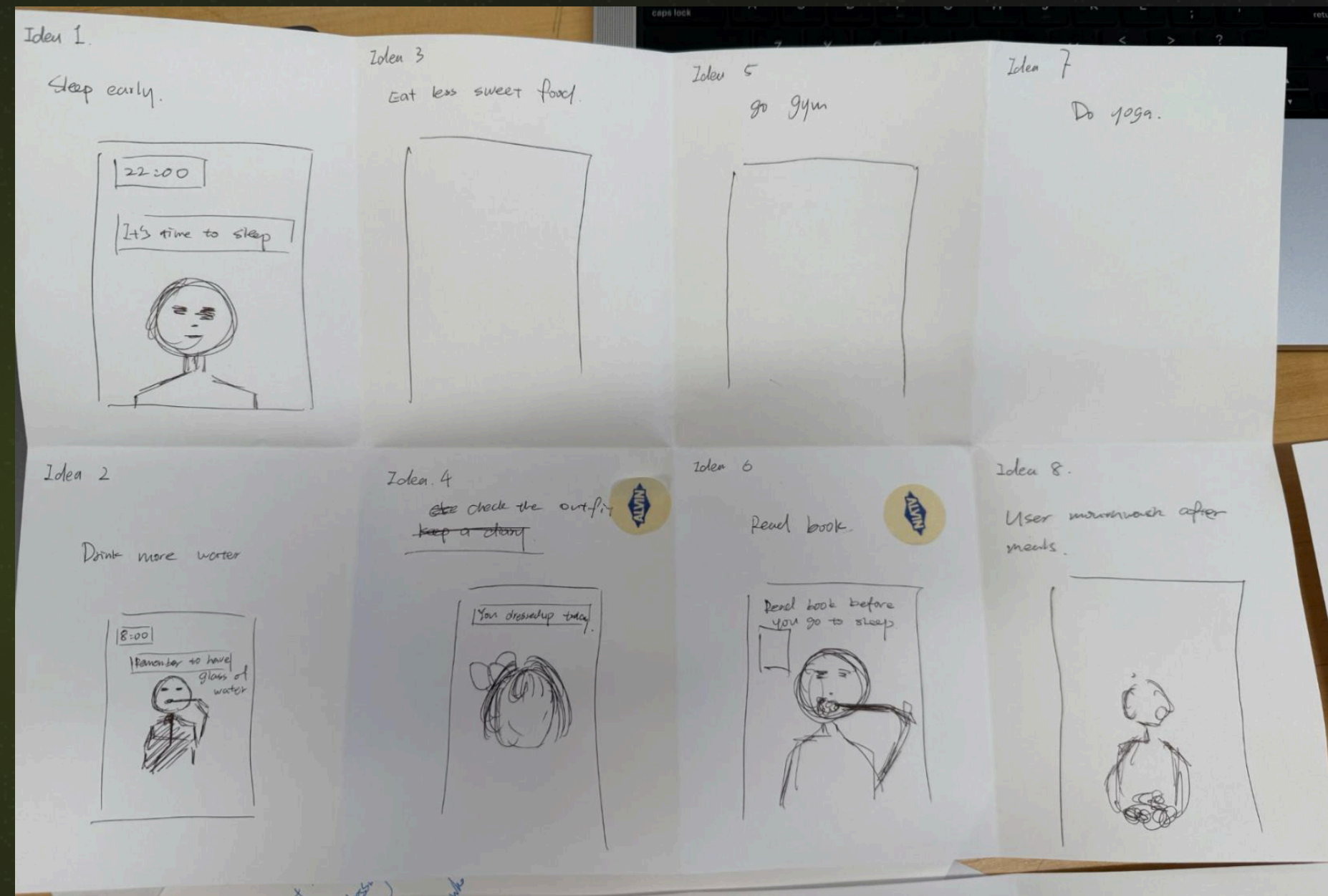
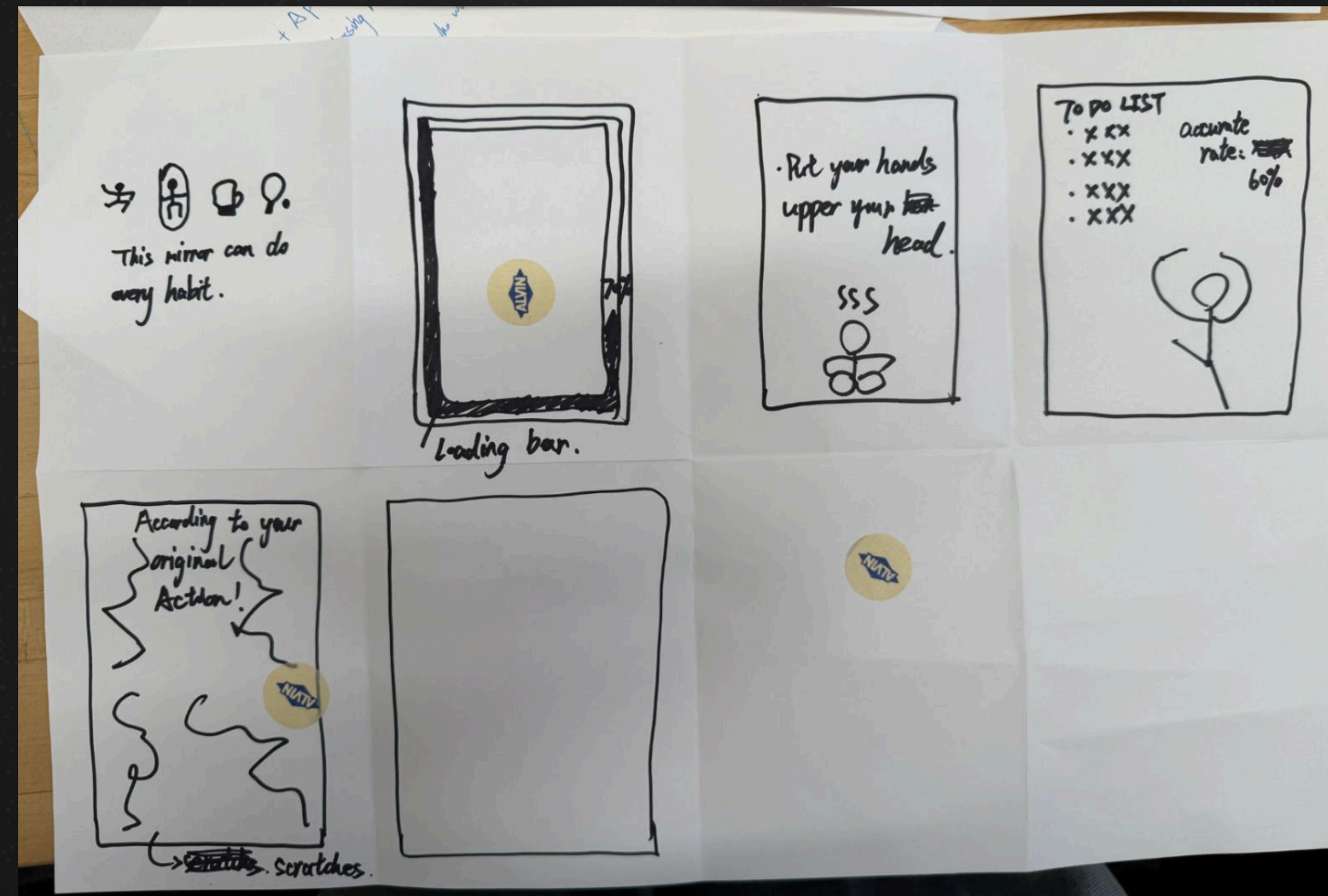
**Release Pressure**

### INFLUENCE

**Social Media**



# Crazy 8s



# Expert Interviews



**Honghong Zhou**  
Senior Yoga Instructor



**Anatoly Volovik**  
Product Advisor | Health-Tech



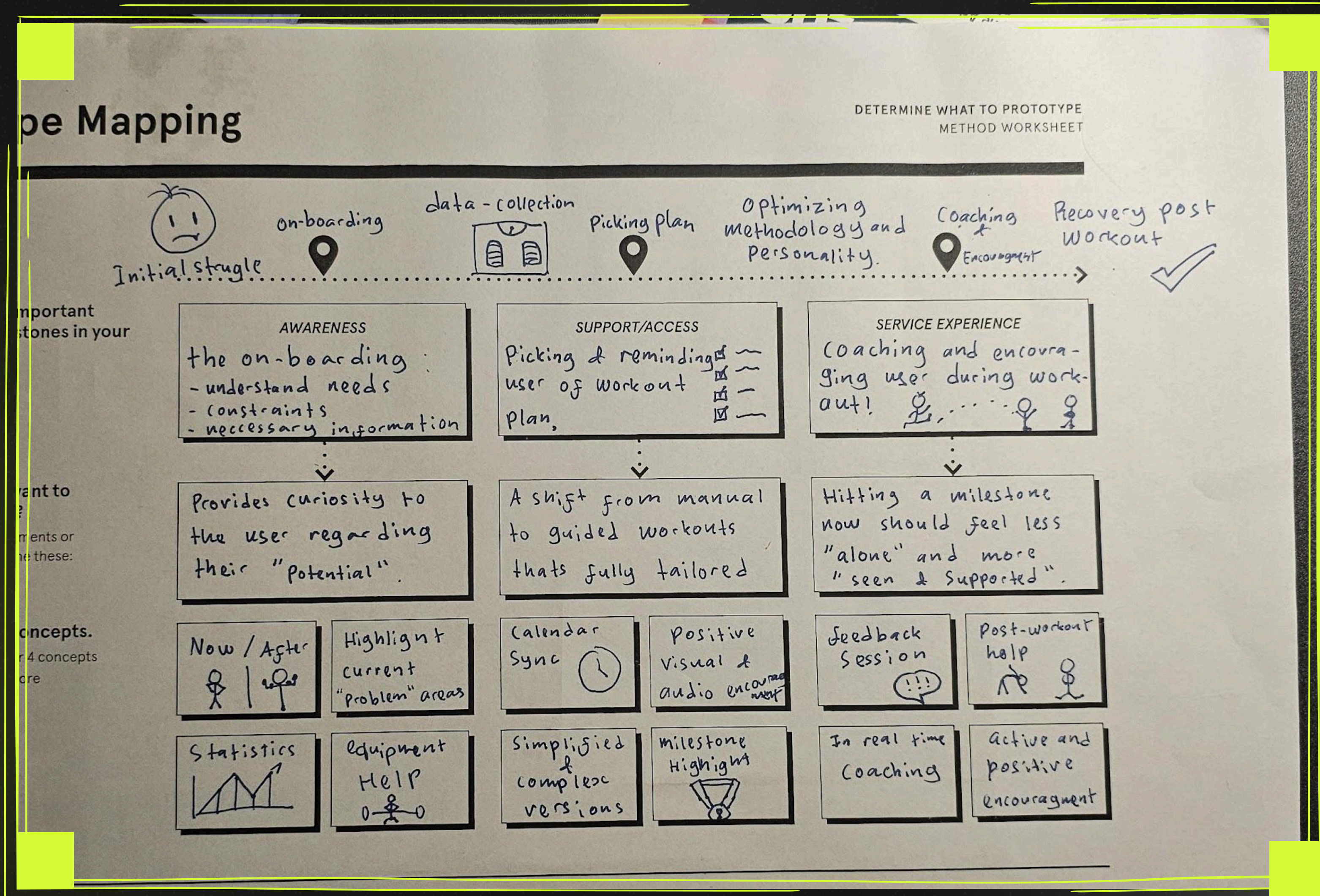
**Zhang Hong**  
Fitness Instructor

 PULSE

# Synthesis



# Prototype Mapping



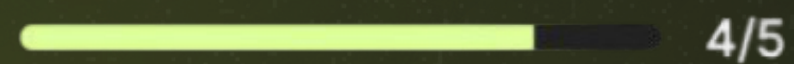
# MVP + Concept Testing

 5 Participants

 CCA

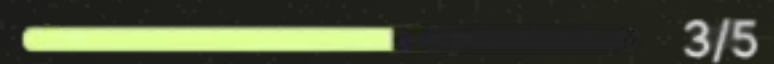
## Calendar Sync

80% liked 10-15 min micro workouts. Removing the “time barrier” is critical for bust professionals.



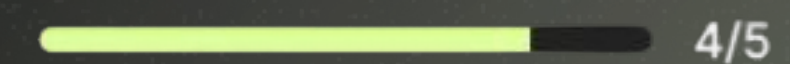
## Facial Tracking

3/5 valued encouragement, but 40% found the tech invasive or demoralizing in a workout setting.



## AI Posture

High approval for safety coaching. 1/5 noted mirror hardware size as a possible practicality issue.



# Prototype





# Usability Testing



# Participants

Participant	Profession	Key Focus Area
Anny	Busy Student	UI scale & gesture complexity sensitivity
Tamiko	Working Professional	Information persistence & safety logic
Peter	Technical Student	Hardware sensitivity & camera limitations
Vincent	Technical Student	Motion capture accuracy & voice coaching

# Executive Summary



## Problems

Crowded UI, small typography for long-range reading, and unintuitive gesture logic causing accidental exits.



## Solutions

Expanding global typography for 10ft visibility, unified gesture logic, and visual camera guidance for full-body tracking.

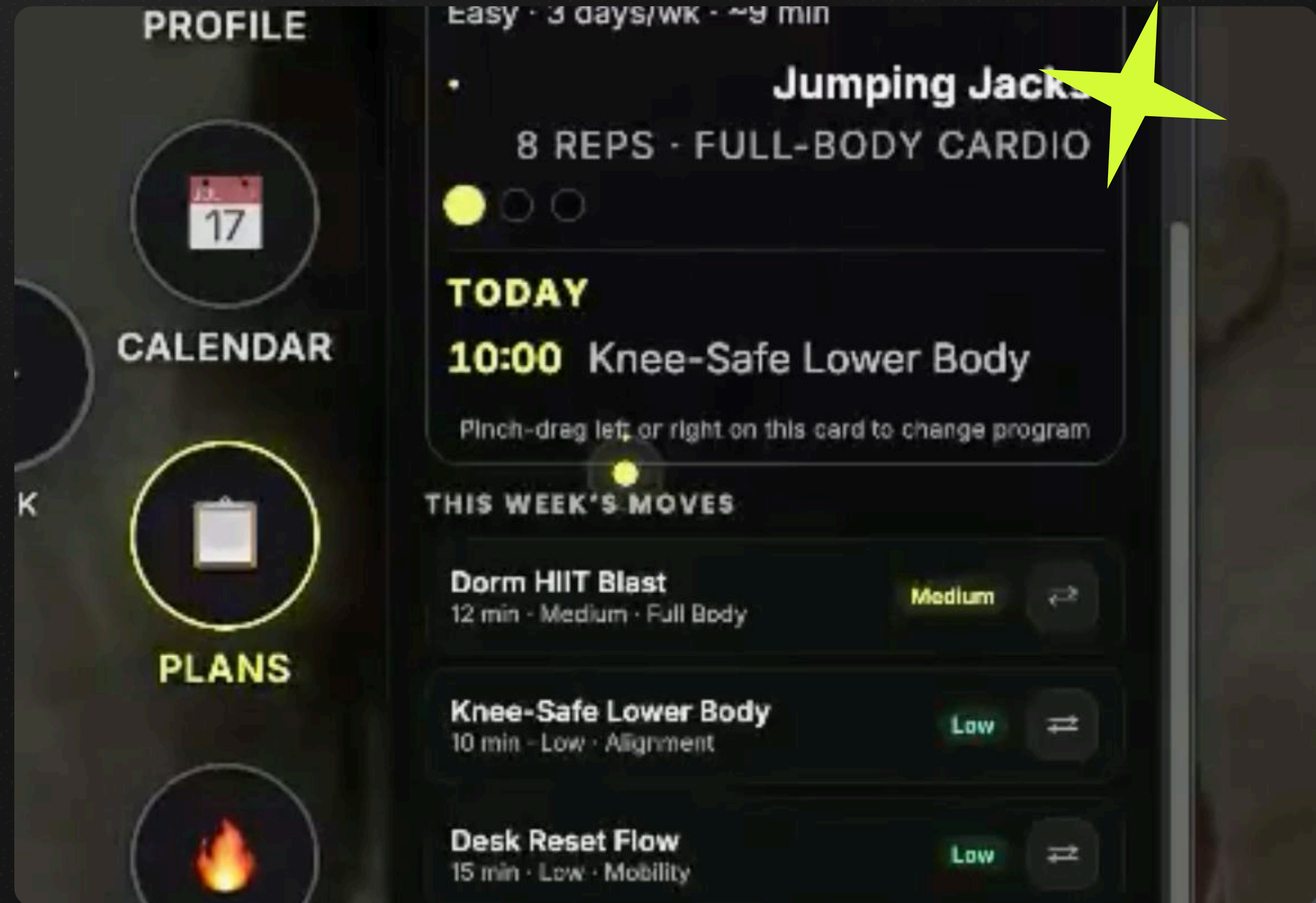
# Visual Barriers

## Layout Overlap

Key information like the "Rep Bar" and "Rest" timer are currently obscured by the top navigation bar.

## Scale Issues

Font sizes are too small for 6-10 feet distances, making instructions unreadable during active exercise.



# Interaction Friction



## GESTURE OVERLOAD

Users disliked switching between pointing and pinching. They requested a **unified gesture definition** (Pinching) for all controls.



Tracking is overly sensitive, resulting in frequent accidental clicks on the calendar vs. workout.

# Onboarding Fatigue



## **Instructional Gaps:**

Onboarding is too "text-heavy." Users prefer visual icons and video guides over walls of text.



## **Rest Dead-Air:**

The rest screen is indistinguishable from workout mode. Users suggest move previews during these gaps.



## **Identification:**

Users struggled to recognize exercises (e.g., Jumping Jacks) without prominent "Move Names" on screen.



# Product Market Fit Survey











# Diverse Cross-Industry Perspective

# 12

## TOTAL RESPONDENTS

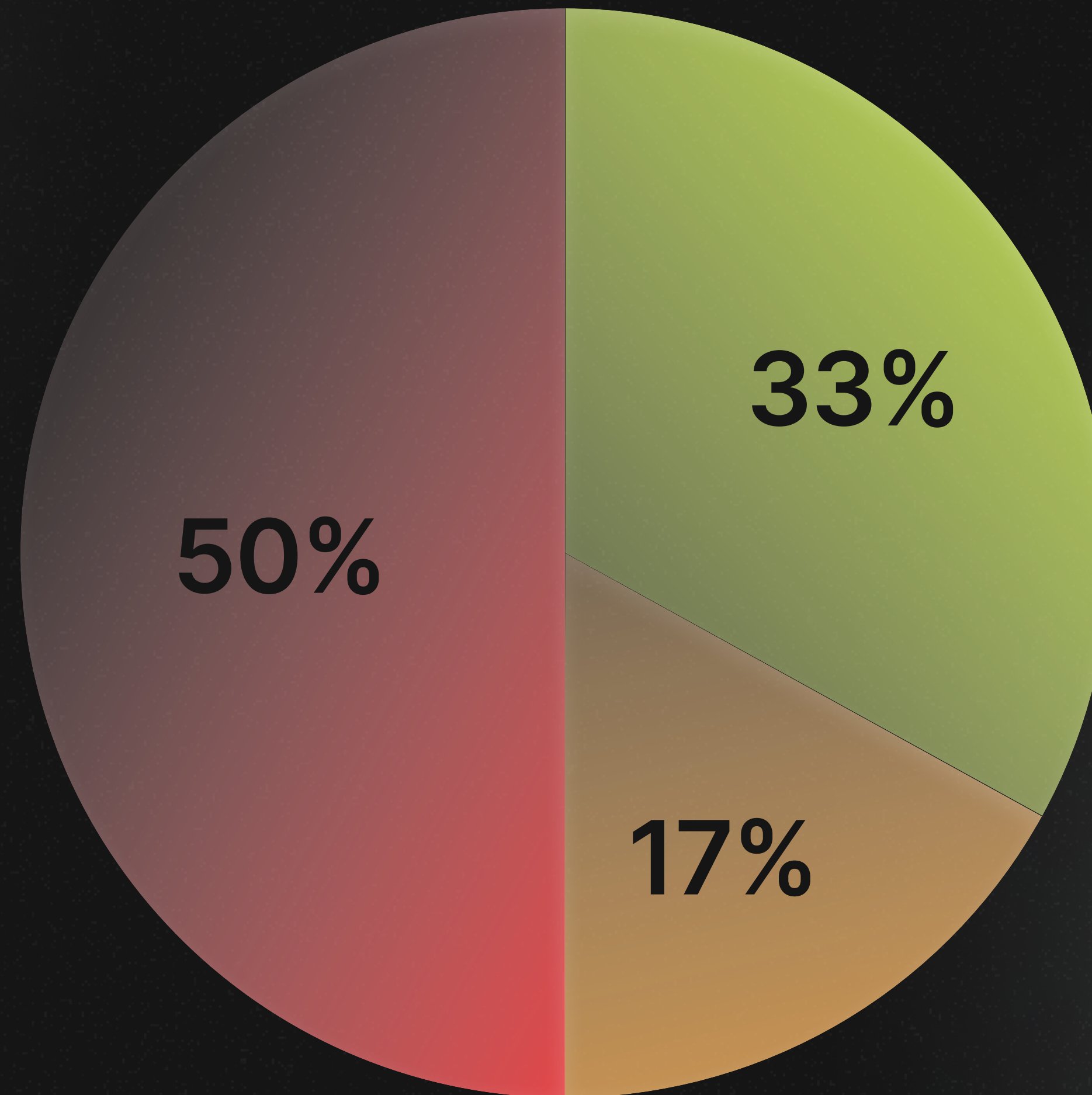
### INDUSTRIES REPRESENTED

-  Technology
-  Arts & Design
-  Marketing
-  Logistics
-  Healthcare
-  Media/Ent.
-  Finance
-  Education

# ONLY 33% OF USERS CONSIDER PULSE ESSENTIAL, INDICATING A LACK OF STRONG PRODUCT-MARKET FIT.

## NOT DISSAPOINTED

Half of the survey group indicates low feature stickiness. These users likely haven't integrated PULSE into their critical workflows.



## VERY DISAPPOINTED

Your high-expectation customers. This segment represents the core product value and provides the baseline for your PMF score.

Half Of Our Surveyed Users Haven't Integrated PULSE Into Their Critical Workflows, Indicating Low Feature Stickiness And High Churn Risk.

# NEXT STEP/ RECOMMENDATION



## 1. UI Refinement

- Increase global font size for 6–10 ft readability
- Move Rep Bar and Rest text lower to avoid overlap
- Add minimum-size guardrails for floating menus



## 2. Interaction & Logic

- Use one consistent selection gesture
- Add an “Are you sure?” / cool-down confirmation before exit
- Let Calendar / Plan stay pinned for quick reference



## 3. Instructional Improvements

- Show exercise preview video / animation during rest
- Simplify onboarding with icons instead of long hint text
- Add Back and Skip buttons for easier setup



## 4. Technical & Coaching

- Provide camera setup guidance so the full body stays visible
- Reduce tracking errors in low or wide movements
- Consider real-time form feedback for personal-trainer support



Thank You For  
Listening

Questions?