Research
Tagalong is trying to find people who have exercise plans but want others to exercise with them, as well as people who would like to be more active but have thus far been unable to have healthy habits stick, and are willing to tag along with their friends.

When those planning a workout are finding people to invite along, they are planning ahead for their upcoming schedule (e.g., at the end of a weekend, planning the upcoming week).

Realistically, the users tagging along could be doing anything when they are invited – reading a book, thinking about their schedules, sitting in class, at work, etc.

Alternatively, they may actively be thinking about who they might want to tag along with – in this case, they may be on their computers looking at their schedules. Some event may have also been triggered their desire to find a workout partner.
Challenges:

• Many have fitness-related goals but have been unsuccessful to realize these goals.
• For many, exercising alone can be boring without camaraderie or companionship, and may be difficult to carry out due to lack of accountability.
• People may feel self-conscious about exercising with others of different ability/skill/fitness level
• Some feel like they are imposing on others by tagging along if they do not know they other person is explicitly comfortable with this
• A person may be tempted to overcommit to tagging along and end up not showing up.
• A person who exercises regularly may stop inviting a friend if they decline a certain number of times, or flake and fail to show up.

Solutions:

• Tagalong will help people trying to build exercise habits by connecting people with exercise habits with those trying to get started
• The system will suggest friends for a person to invite on a workout, based on interests, availability, and how previous tagalongs have gone
• Being invited minimizes the discomfort of imposing on another by sending a signal of mutual interest.
• To discourage over-commitment and flaking, tagalongs may be limited in number – one may have to successfully tag along before they can do it more.
The person inviting should be able to schedule events easily, and find people he wants to invite along.

The person tagging along should be able to find activities to tag along with, and feel comfortable accepting invitations to tag along.
People who have a plan to exercise will be able to schedule a workout and get suggestions on friends who are available and interested in that type of activity to tag along.

Those who are interested in tagging along with their friends will be able to get notified of invitations, as well as be able to find people and activities to tag along on.
This will be a mobile app
Screen Size

667 x 375 (iPhone 6 viewport size)
Create a set of three personas for different users.

Rudolph

AGE: 29
Occupation: Office Manager
Hobby: Reading
Exercise Habits: Hate going to the gym, walks or bikes here and there
Familiarity with Technology: A power user of productivity software, but not a programmer

Rudolph is about to hit the bit three-oh years of age, which has got him thinking about his goal of becoming more fit and healthy. He’s never been a particularly active person other than walking and biking here and there (such as to the bus stop). He’s an office manager who is comfortable using various types of software, even though he doesn’t consider himself a “techie”. He is an intelligent man and enjoys reading and hanging out with his close friends and girlfriend.
Create a set of three personas for different users.

Greg

AGE 32  
Occupation  Project Manager in tech
Hobby  Watching the NBA, running
Exercise Habits  Enjoys running and cycling
Familiarity with Technology  Quite familiar with technology

As a hobbyist runner and cyclist, Greg enjoys hanging out and exercising with friends. He also enjoys watching competitive sports like basketball. He likes the energy rush he feels after exercising, and also tracks many of his workouts on apps like Strava. He is a project manager at a tech company, and is married without kids.
Create a set of three personas for different users.

**Personas**

### Joanna

**AGE** 35  
**Occupation** Part-time consultant  
**Exercise Habits** Used to run  
**Hobby** Meeting with her friends, exercising when she has time  
**Familiarity with Technology** Somewhat familiar

Joanna used to exercise before she got pregnant. Ever since having a kid with her husband John, she’s had trouble scheduling it in, although she’s not sure if she’s just using “busy-ness” as an excuse. She does enjoy it, though, and recently has been seeing the seemingly unavoidable half-marathon photos her friends post on Facebook. This has got her thinking about making it a habit again. Joanna works part-time as a very successful consultant, often working remotely from home.
Greg wants to go running
He opens Tagalong and schedules a workout
Tagalong suggests some of his friends who are available at that time that also enjoy running and are also looking for people to exercise with.
He invites some of these friends to tag along
These friends can accept these invitations and tag along in person.
Both parties give the system feedback on their tagalong experience, which guides future recommendations.
What type of experience do you want to provide for your user?

*Working out alone may be boring or introspective, or focused on performance, but on the other hand, this app should provide an overall feeling of social camaraderie and togetherness and fun.*