Stand while reading this book, your body will thank you.

MIXD

THANK YOU

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The Story
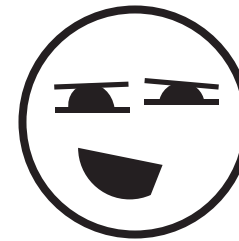
For about 18 years of my life, I introduced myself as a gymnast. For 4 hours a day, 6 days a week, I trained in the gym working towards gaining skills, completing routines, and being able to compete at my best. This would either earn me medals or help me qualify to move up to the next level. There was very clear distinctions between how I was training, what I was training, and how it was benefiting me. Since leaving the sport — I have became an aimless exerciser. Even if I find something that is fun to do, eventually it feels fruitless, stale, or becomes a hassle within my day-to-day. (Meaning, I just stop trying.) I want to have fun exercising again.

Cultural Relevance

2.5 mil.

Daily Burn reports 2.5 million paying subscribers; a subscription is \$12/mo[1]

90 mil.

Under Armor's free fitness tracker MyFitnessPal reported 90 million unique users in July 2015[2]

40 mil.

40 million Americans regularly use at least one Health and Fitness App[3]

I am not the only child athlete who feels lost and not motivated to exercise as an adult. The problem stems beyond ex-athletes; many adults don't know how to get themselves to move. Either it's a time issue, a resource issue, a financial issue, a geographic issue, the excuses are many.

They simply find themselves struggling to be active in the most basic form. The average American spends 13 hours a day not moving; 40% of millennials spend at least 9 hours in front of a screen.[4]

The fitness market is starting to evolve in order to fit into this new lifestyle. The need for fitness on demand has been slowly creeping it's way into an expectation by fitness seekers. These expectations have contributed to the trend of custom fitness. Services like the DailyBurn and Peloton are offering daily live streamed workouts for people to do at home; although they may require equipment.

Even if someone is fortunate enough to find their niche, she might not have access to the right class or resources. No person, schedule, background or goal is the same when it comes to exercise and fitness.

With all this interest, the fitness market has grown over the past few years. While gym, health, and fitness clubs report around \$27 billion in revenue, other services that are less traditional have grown as well.[5] There are companies like

ClassPass, which originated in New York City and has successfully raised \$54 million in investment through two series of funding.[6] The concept behind ClassPass revolves around the idea of a variety of exercise experiences without committing to contracts. This behavioral trend aligns well with the fitness app boom; people are taking control of how they chose to move.

70% growth

Beachbody's direct sales grew 70% in just one year[1]

+250K per mo.

Beachbody's network is reaching & acquiring 250,000 new members each month[7]

8 mil. per mo.

Cassey Ho, creator of Blogilates, has 2.5 million subscribers and over 8 million page views each month on her YouTube channel[8]

On the flip side of the fitness community are the fitness instructors. Following, or potentially fueling, the trend of custom-tailored fitness, they have discovered potential in the ubiquity of the Internet. Services like YouTube, Wordpress, and Squarespace — when combined with visually-based social media like Facebook, Tumblr, and Instagram have opened the door for fitness instructors to become fitness entrepreneurs. There is now a viable option to build upon their own personal personalities to create their specific brands via these outlets.

On Instagram, some Health and Fitness accounts have millions of followers; those who are looking to adapt fitness and health into their daily lives are using social media as a means to connect with others along similar journeys. They also are looking to instructors for motivation and inspiration.

Business like Beachbody are built on these motivated and energetic people.

We have an opportunity to put fitness seekers and fitness providers on the same page. By giving each side access to the other, they can create a self-generating ecosystem to the greater benefit of everyone.

The Product

# MXD

MXD is a social fitness platform that allows people to try, share, and create new ways to exercise and move with each other.

The Product

The MXD Ecosystem

Shakers are MXD members who are looking to move how they want to move. They mostly access the community through the MXD App, but they also have access to the website. It's not required for a Shaker to sign up and create a profile, but the MXD community becomes much more personal once a Shaker creates a profile. The clips that the Creators (opposite page) make are what form the different workout playlists which can be customized and edited by Shakers and Creators alike.
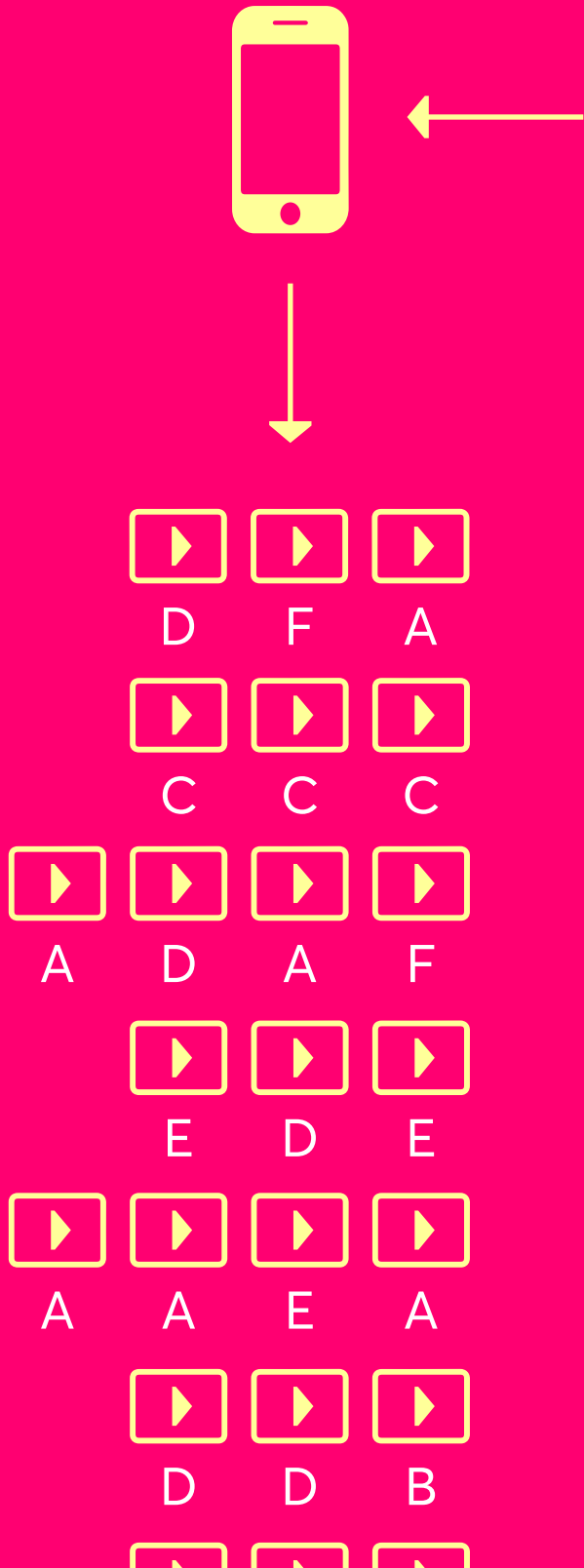
Creators are MXD members who create the content clips, which are uploaded on the website. Once they're on the website, they're accessible to all MX'ers in the community. The details of how to become a Creator and how to upload the videos are discussed later in the Product section and, specifically, the User Flow sections.

▶ D ▶ F ▶ A

▶ C ▶ C ▶ C

▶ A ▶ D ▶ A ▶ F

▶ ▶ ▶
E D E

▶ A ▶ A ▶ E ▶ A

▶ D ▶ D ▶ B

▶ A ▶ B ▶ C

▶ D ▶ E ▶ F
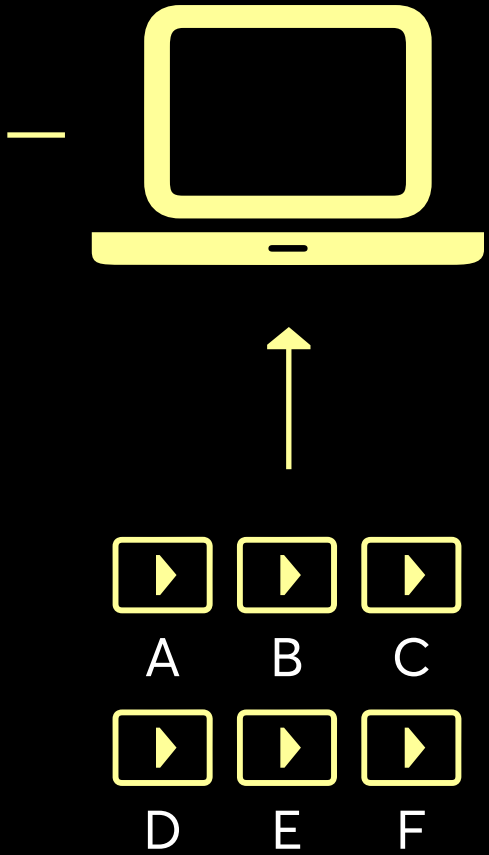
Curiosity:

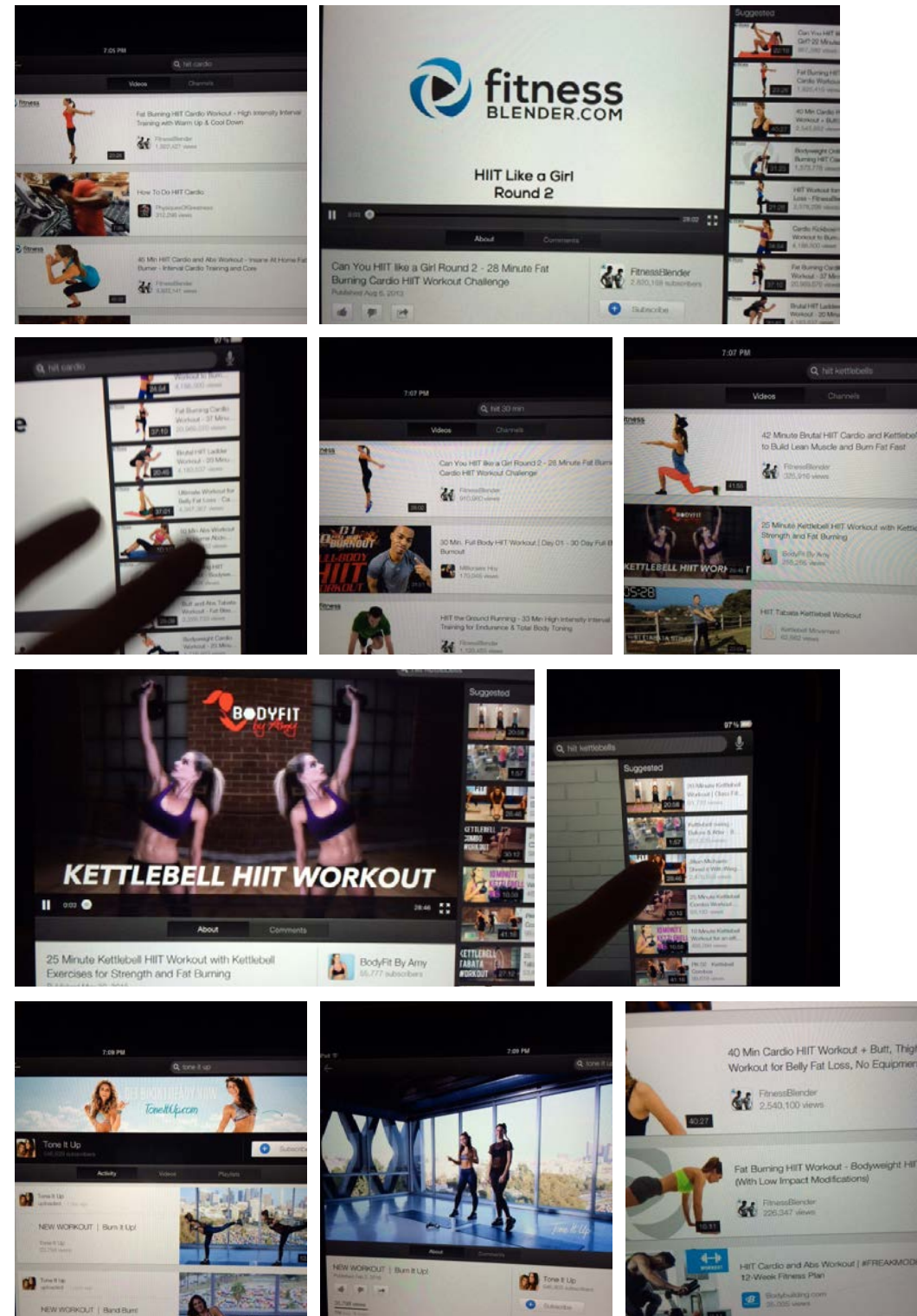How does home fitness currently work without a program/app?

I asked my tester, Angelina Perricone, to record her evening process to find a workout online. Angel is an avid exerciser but prefers free YouTube videos and running outside to paying for apps or gym memberships. She used to belong to a gym for years but realized the convenience of digital fitness videos about a year ago. I asked Angel to actively take note of her process. She told me that she tried to find something new to do, since she was additionally motivated by my experiment, but after 10 minutes of searching, she fell into old habits and decided to do something she knew and trusted.

However, after her 16 minute workout, she was still feeling good and decided to search some more. Again, she ended up doing a video she had seen and trusted from before. She reported that she doesn't usually intend on doing more workouts but after her first one, she finds that she's more motivated to do at least one more thing.

Learnings:

It takes longer than expected to find something to do and people seem to stick to what they know off the top of their head — not always bookmarked or saved somewhere.

Prototype 2:
User Flow Testing

Curiosity:

How do people search for and categorize their fitness?

After doing some initial wireframes and UI layouts, I decided to start getting some fresh eyes on the way the information was presented. I was looking to see if:

1. people knew what to do within the interface

2. if that's how they naturally would have approached the workout process at all.

This prototype involved several iterations on my end.

It was also a massive learning for me to appreciate what decisions I was making based on assumptions. After continuing this exercise and testing for an extended amount of time, I began to realize even if the information was more clear, the users weren't all on the same level of knowledge to understand what it meant anyway. It was a user-centered learning that prompted my next prototype inquiry.

Learnings:

The information I was presenting, while important, wasn't necessarily the first thing most people were browsing for in their workouts. The information is helpful, but only if they're looking for it specifically.
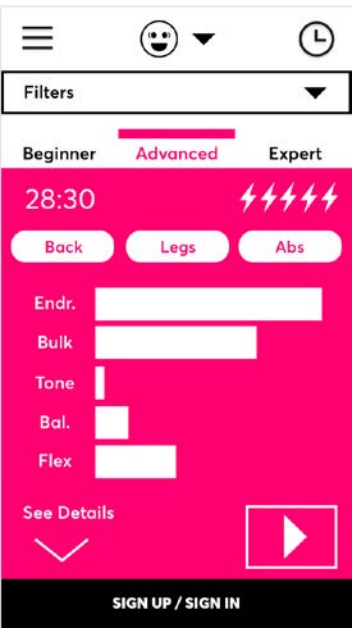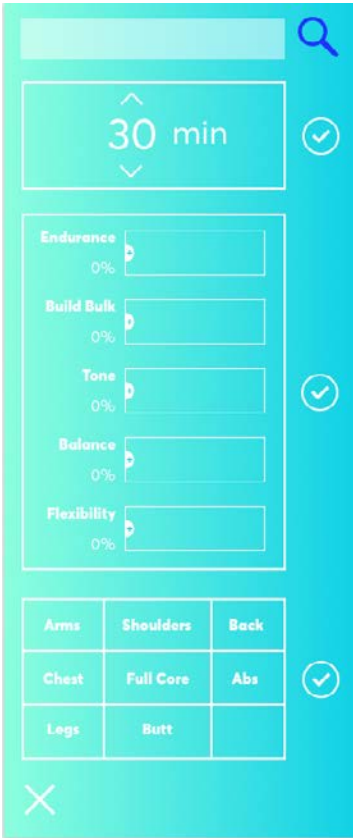
1

The first iteration was driven by the idea of mood rating. The rating would be shown at the top of each workout, followed by skill level, intensity, workout approach, muscles, and hashtags. This was much too much information for the quick-hit purpose of the app.

2

The next tested version began with actively searching for what the user wanted to do. Offering: live type box, time limitations, workout goals (i.e. build bulk, tone, etc), and/or muscle groups. While this was an improvement, it was still too much to ask of a user immediately.

3

The third tested iteration was the clearest by far, but it was still showing much too much information (in a similar way to the first in this series). While it was easier to understand, it was still very overwhelming for browsing purposes.

Curiosity:

Who actually needs this app? Who is my real audience?

Throughout this process, I had been using my personal case (the ex-athlete with no real exercise pull or love) as the driver for my user. But, as discussed in the previous prototype, that wasn't nearly specific enough. I needed to understand why people worked out and what they defined as their driving forces. I put together a questionnaire to understand why others worked out, or more importantly failed to workout. On the opposite page are a few of the questions I asked with the responses and some quotes of the comments left on the survey.

I was most intrigued to see the variety of responses. I always assumed that the reasons for working out were eerily similar amongst all intended-exercisers but the responses showed me that the nuanced differences in the responses really show a breadth of intentions and goals.

Learnings:

The 71 responses revealed how personal exercise is. It's an interesting cross-section for different people heading towards different goals on various levels. Going forward, I tried to use this lack of uniformity to my advantage.

Do you currently exercise?

70% — Yes
8% — No
22% — On & Off

Would you say that you like exercise?

48% — Yes
40% — If I'm in the mood
12% — No, it's awful

What drives you to work out?

"Wanting to lose weight"

"Release of my pressure"

"Feeling gross or a sense of obligation"

"Physical and mental well being"

"It's a stress reliever"

"Health, endorphins, not getting fat"

Why do you like specific trainers over others?

"personality"

"My favorite trainers are encouraging and laid back, but push me…"

"Like his expertise, how he varies things…"

"The motivation in the video that makes me feel like I can also do it"

"…the pace is good for everyone."

"…they seem to be 'real' people who admit their flaws once in awhile…"

Do you feel that working out is a social activity?

56% — Yes
44% — Not really, no.

*Comments on social activity

"…I like the camaraderie of having others around me."

"Not all the time, but it can be."

"It's nice when we can both meet goals together."

"I have to make it social to stay accountable and stay on track."

Fitness Seekers
a.k.a. Shakers

Fitness Providers
a.k.a. Creators

MXD's first audience base, the Shakers, are the life of the MXD community. Their various levels of involvement and variety of interests bring the spark of motivation their peers need. Through sharing, mood-specific playlists, and their own playlist creations, Shakers share with each other as well as the other MXD user base.

Millennial Generation (born between 1980—2000)

Lead rather inactive & sedentary daily lives

Fitness isn't a priority but they aren't against it either; apathetic to the idea of movement

Appreciate & access bite-size information (short form content)

MXD's second audience base, the Creators, are the heart and soul of the MXD community. They not only are providing the content for the Shakers, but they also are creating their own momentum through a fitness-centric support system and network of other Creators.

Millennial Generation (born between 1980—2000)

Either want to or have started making their own workout video content

Are tech-savvy and have uploaded content to other services or platforms before

Enjoy connection to and inspiration from others in the fitness community

Variety in workouts, moods, challenges, and all things movement related

Easy access to content regardless of intentions. Flexibility in use of content with editing down workout playlists & making of custom playlists

Self-determined expectations and goals; access to both programed and a la carte work out options
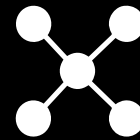
A centralized, fitness-specific hub and network
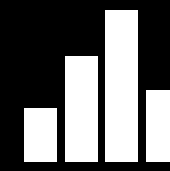
Custom and search-able metrics, giving life to content beyond the initial posting
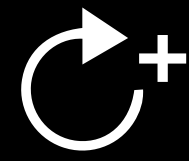
Easy to refresh and add content by using the upload process and the playlist builder to remix existing content
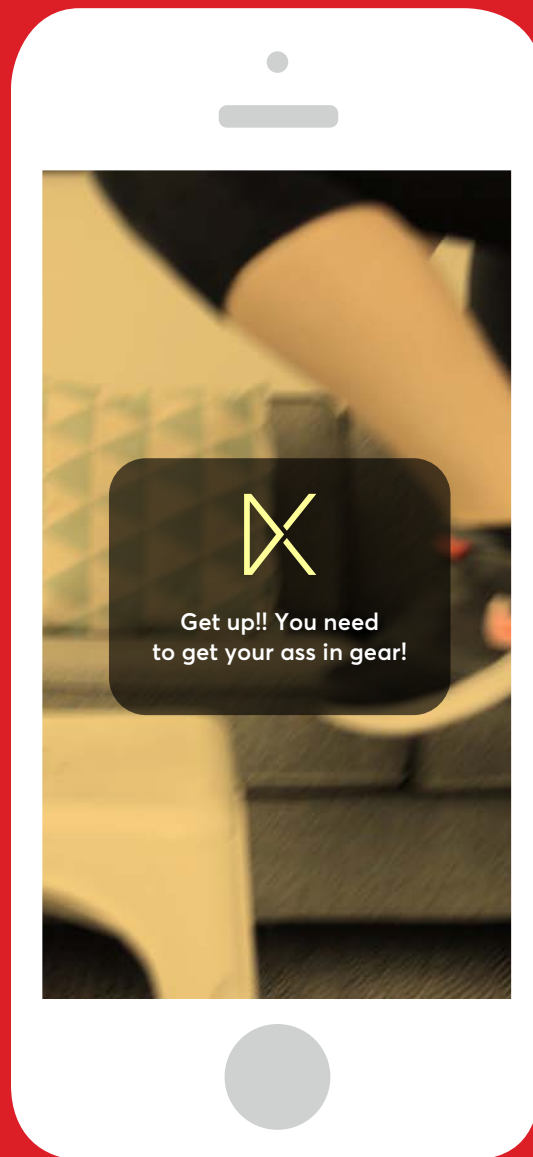
The MXD App's main function is to get users [MX'ers] moving as soon as they would like.

The MXD Website's main function is to aid Creators in their enterprising fitness endeavors.

The Product

The MXD Ecosystem

Netflix and crunch.

23

3:30

Plank Circuit

5:30

Yoga Hold For Abs

4:00

Kickboxing For All

6:00

Indoor High Knees

4:00

Dips

3:00

Yoga Hold For Abs

4:00

Dips

3:00

Yoga Hold For Abs

4:00

I want to know more:

Legs

Abs

Core

The MXD App

The main features of the MXD App helps the Shaker find what they want in the manner they'd prefer. From being prompted to pick a time later in the day, to picking a daily workout, and skimming the workout clips for a preview; the Shaker is only ever a tap or two away from mixing it up.
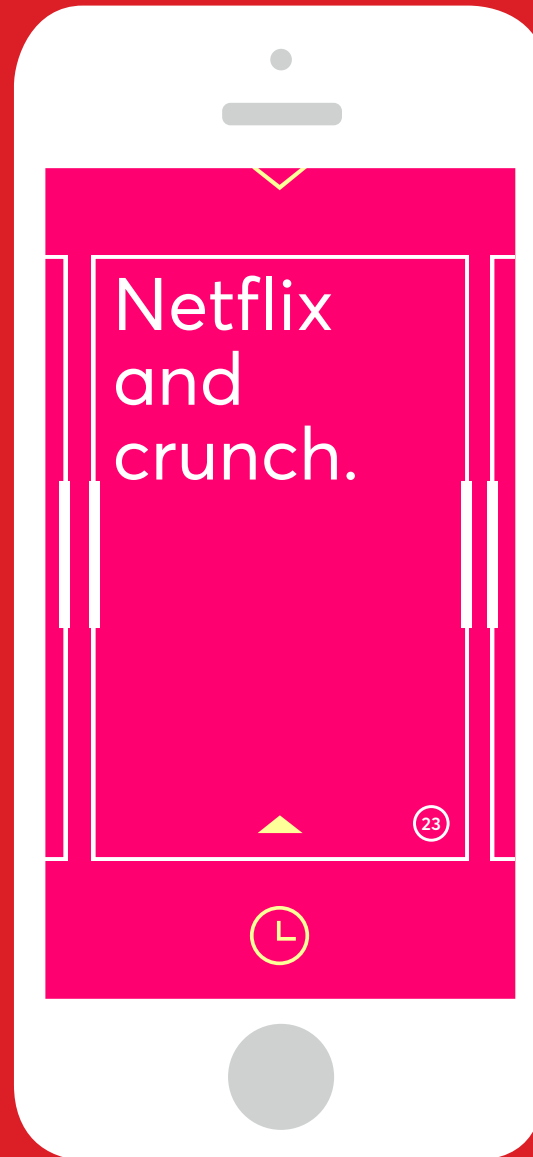
Workout Cards

No matter how Shakers arrive at the App (either via an alarm setting or simply opening the App), the Shaker will be shown workout playlists by titles only. These titles are meant to describe why a Shaker actually wants (or maybe, more needs) to do that playlist workout.
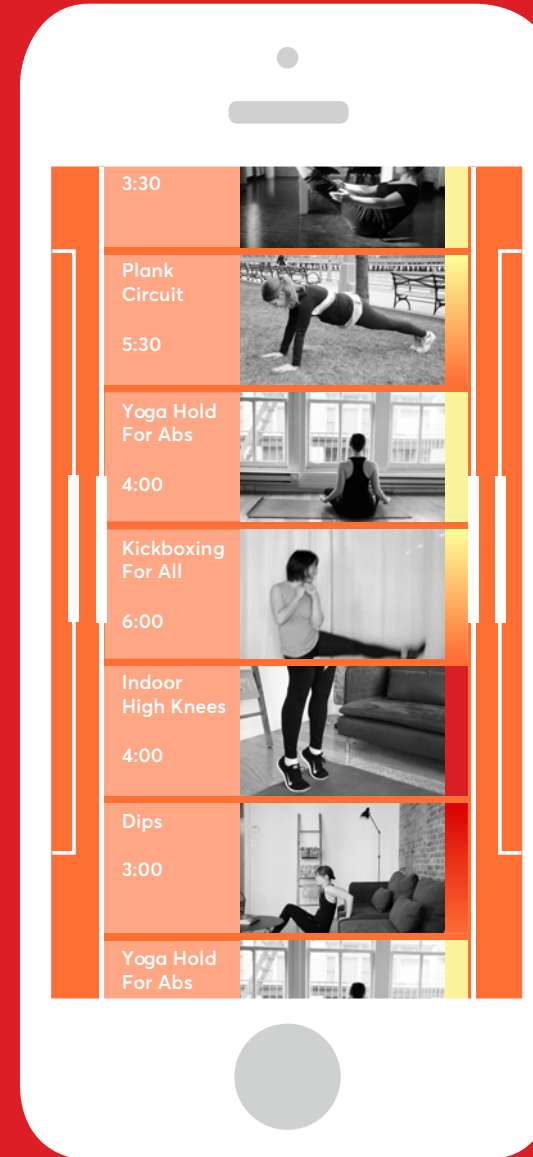
Clips in Workout

Swipe up on the workout playlist of interest to see what clips are in that workout. Tap and hold to preview the video movement of each clip. If the workout seems like it's a good one to do, except a few clips, swipe those clips towards the left and temporarily delete them from the playlist.
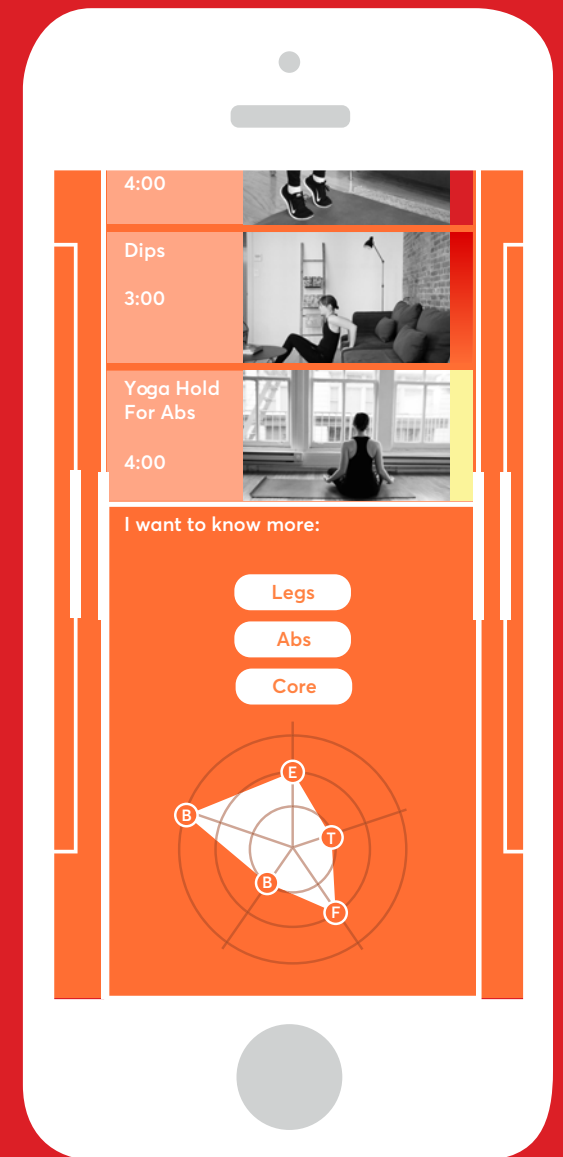
Workout Details

By scrolling to the bottom of the workout playlist, the inquisitive and ambitious Shaker can find out additional information about the current playlist. The three main tags are listed to show the muscles targeted. A chart which shows the composition of the workout — described by: Endurance, Tone, Flexibility, Balance, and Bulk. Hashtags further describing the workout are listed at the bottom.

SIGN UP / SIGN IN

Tap for YES | Swipe for NO

Did you ever play Dream Phone?

15

Right now, I have

30

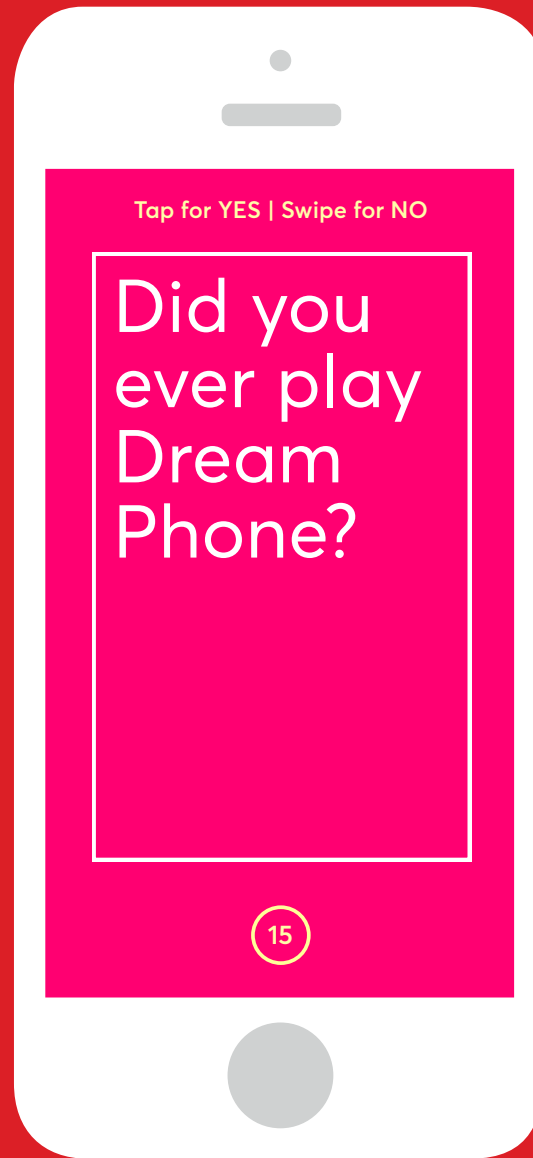minutes to mix it up.

Set time

Right now, let's do it!

At

20:00

I should have about

45

minutes to mix it up.

Set for later!
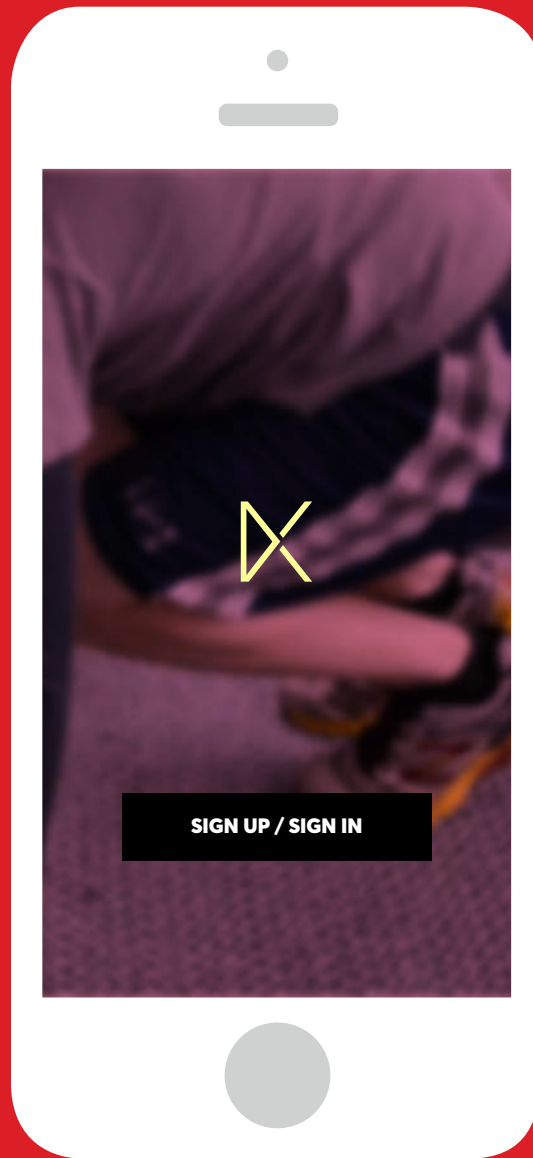
Sign Up / On Boarding

While a profile is not needed in order to access the content, Shakers will greatly benefit by creating a MXD profile. As it begins, Shakers will be asked about their basic fitness histories and, if they have any, goals.

The more surprising part of the profile creation process follows the basic info. Shakers will get to play a hot or not game for different chunks of 15 seconds. They can play as long as they'd like. The same questions are asked of everyone (including Creators). Shakers are shown playlists that match their personality and likes. Shakers can always change their answers in their settings menu.
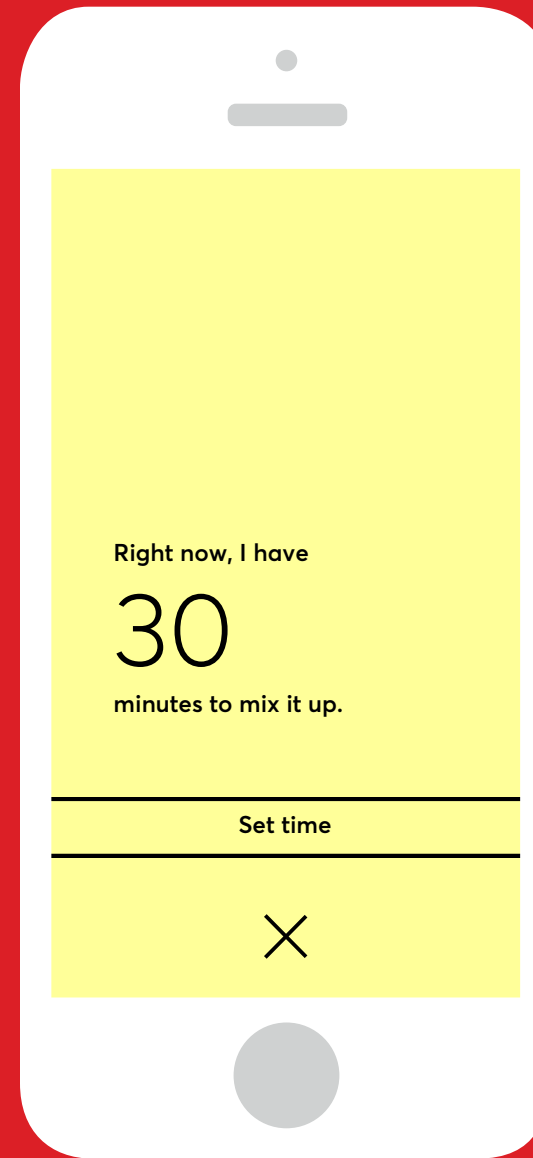
Time Filter

Whenever browsing the workout playlists, there is always a clock at the bottom of the screen. Shakers who needs to filter their options by their current time limitations, would be brought to this screen after tapping the clock. Tap and slide on the number to adjust and set the time. Workouts fitting to the new time will be shown until a new filter is applied or the App is closed.
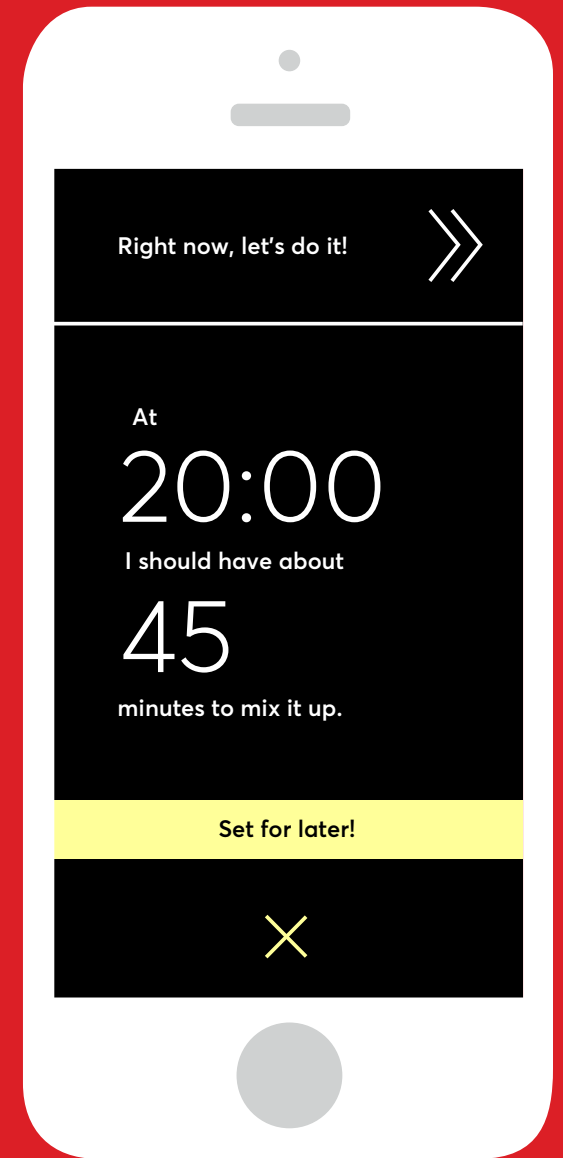
Alarm Feature

With the MXD Alarm, Shakers can either workout right when they wake up (maybe some like Yoga or stretching as means to get blood pumping). Or, more likely, they can set a time to do some moving later that day. Then, the next day, the same pop up will appear; a new day, a new schedule, a new work out.

MXD

Your profile

Search your mood

Smart search

Settings

CLAIRE SOFTRA

You're on a 10 day streak - slay, girl, slay.

What's your mood?

Avoiding Decisions

Smart search

Muscles

Goals for Workout

Intensity

Hashtags
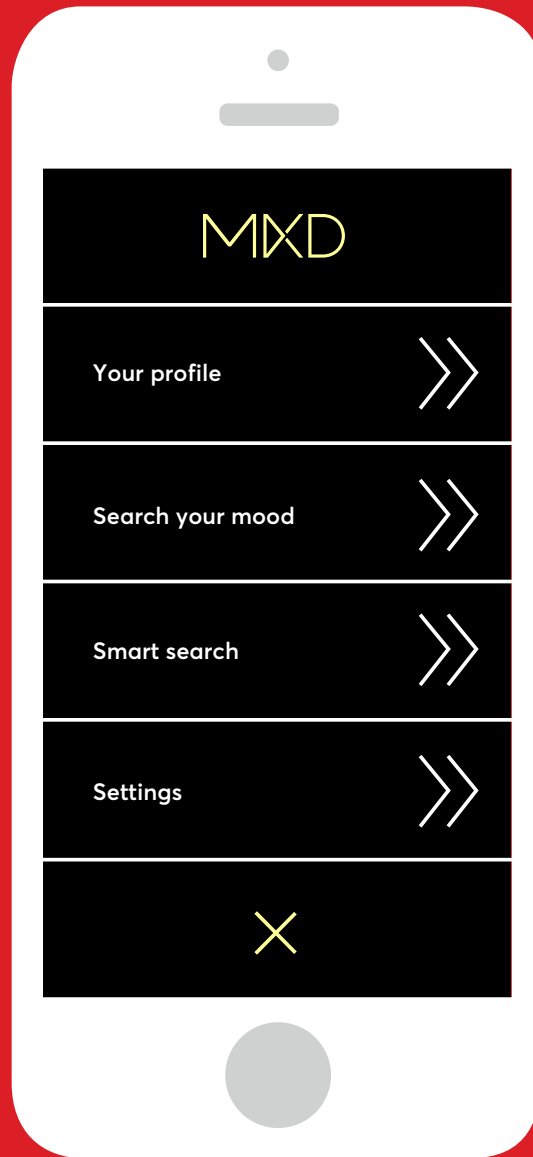
Settings

Swipe Down Menu

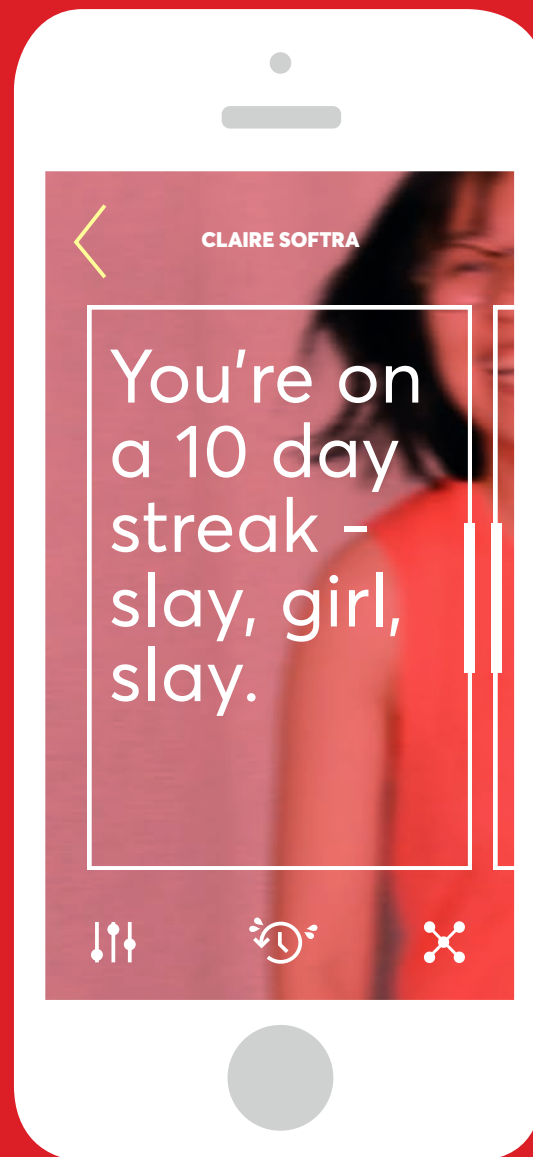At any point, the MXD menu is readily available with a swipe down from the top of the screen. The menu is home to a few options: 1. your profile 2. search by mood 3. search by muscle or workout composition and 4. your settings. Within your settings is where you can adjust your on-boarding answers and time standard preferences.

Profile

The MXD profile is your main connection to other MX'ers via the App. Manage both what Creators and Shakers you follow, as well as past histories and trends. This is the main mobile portal to the social MXD community. For a more interactive experience, the website provides a more robust social network.
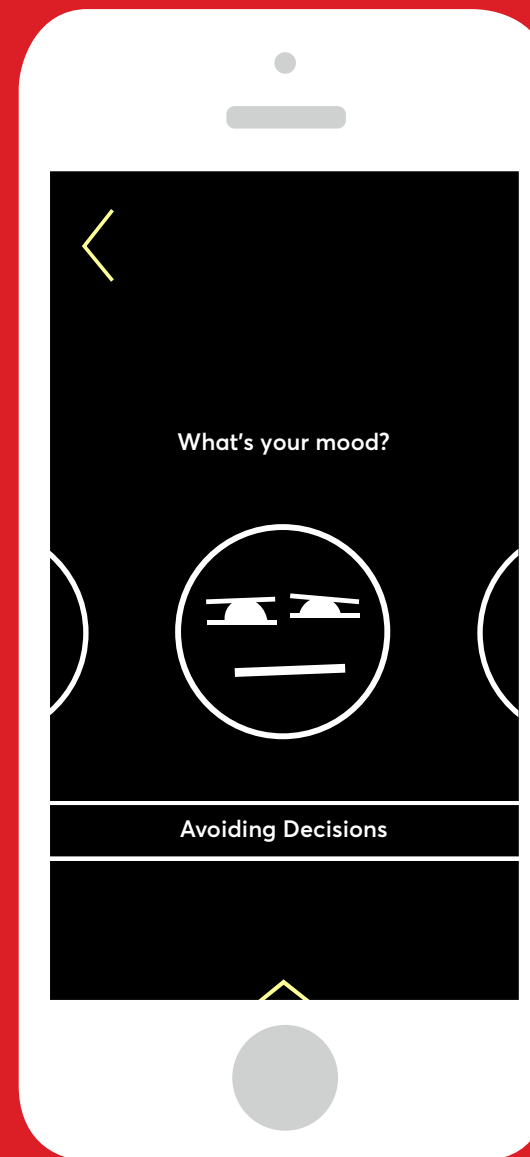
Mood Search

MXD knows that some things go beyond words. Emotions and moods can be the more perfect encapsulation to a Shaker's needs than anything else. By filtering fitness by mood, the relationship between the Shakers and their exercise becomes just that, a relationship. Each side giving the other what it needs, physically and emotionally.
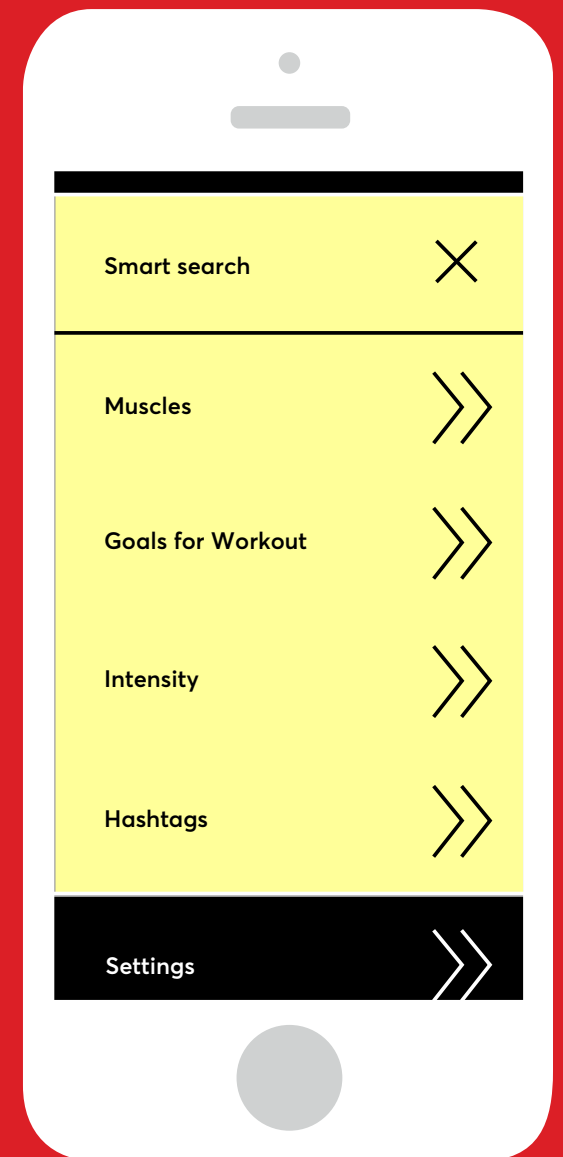
Smart Search

The reasons a Shaker may search for a workout are infinite. MXD provides a few different avenues for Shakers to find the moves they crave. The App smart search offers search by muscle, workout goal, hashtags, or by Creators.

Prep yourself for…
Drop it like it's hot — because it is.

10

Start
Drop it like it's hot — because it is
up again!

Nailed it.
How you
feeling?
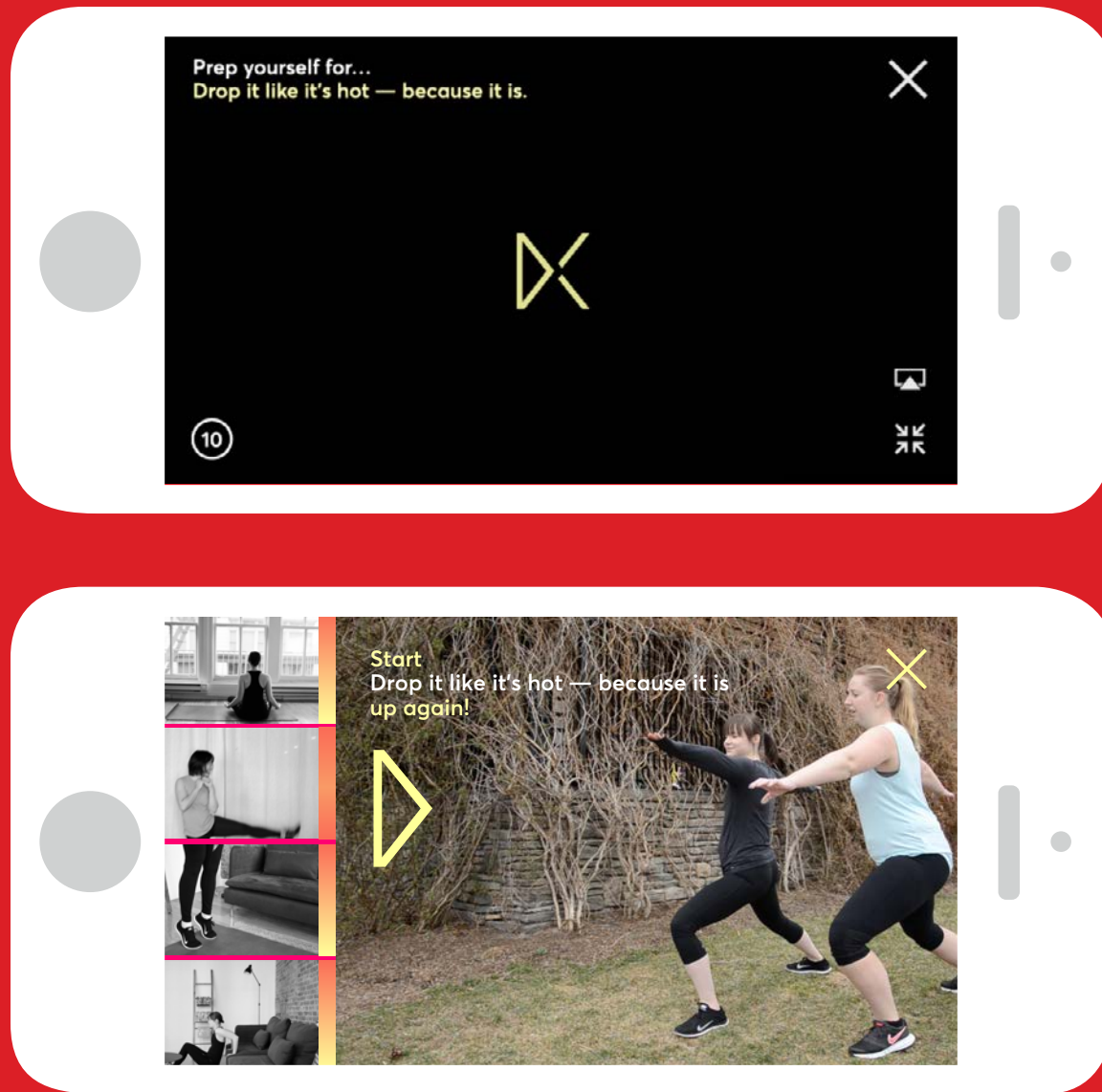
Play Mode

[top] Once a playlist is selected to be done, the orientation of the App automatically switches to horizontal. The loading screen, shown above, gives Shakers a chance to get set up. The time of the workout is shown on the bottom corner, and you're able to stream to your smart TV or Apple TV during this prep time.

Pause Workout

[bottom] If the workout is paused, the timeline will be shown on the left side, showing the current location. By tapping and holding, Shakers can see what clips are left and can skip to whatever clip they'd like to do. But MXD will not count the skipped clips towards the Shaker's history.
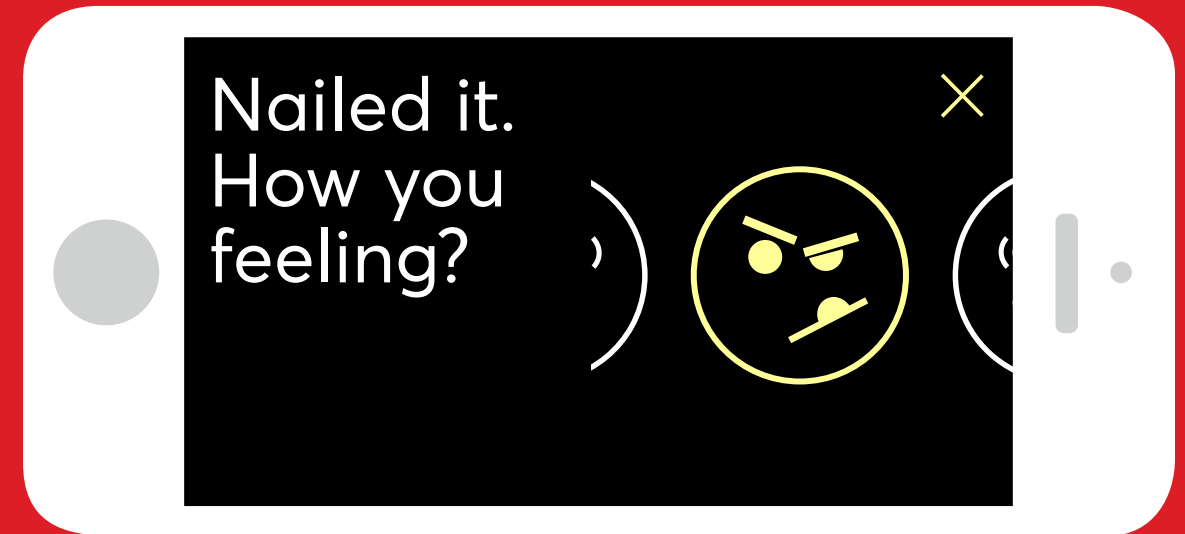
Rating

After the workout, MXD will ask the Shaker to rate how they feel. These responses help gauge the playlist for the mood search section of the App. There is also an optional set of questions they could respond to if they would like to (i.e. instructors, pacing, notes to themselves, etc). These additional responses can be turned on via the Shaker's preferences.
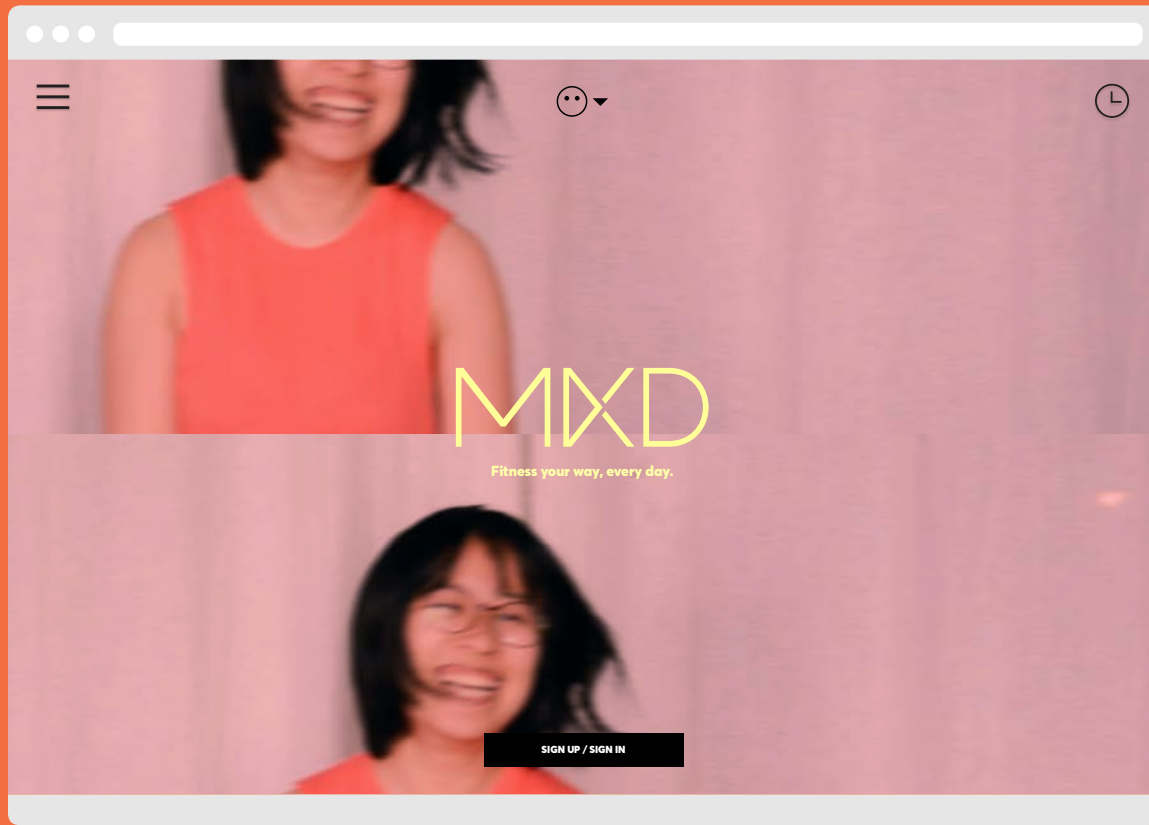
The MXD Website

As for Creators, the MXD website is their main platform to contribute and experience the MXD community. The website is public to anyone without a profile. The navigation at the top match to the filter options of the App: search by mood, by time, or browse the workouts of the day.
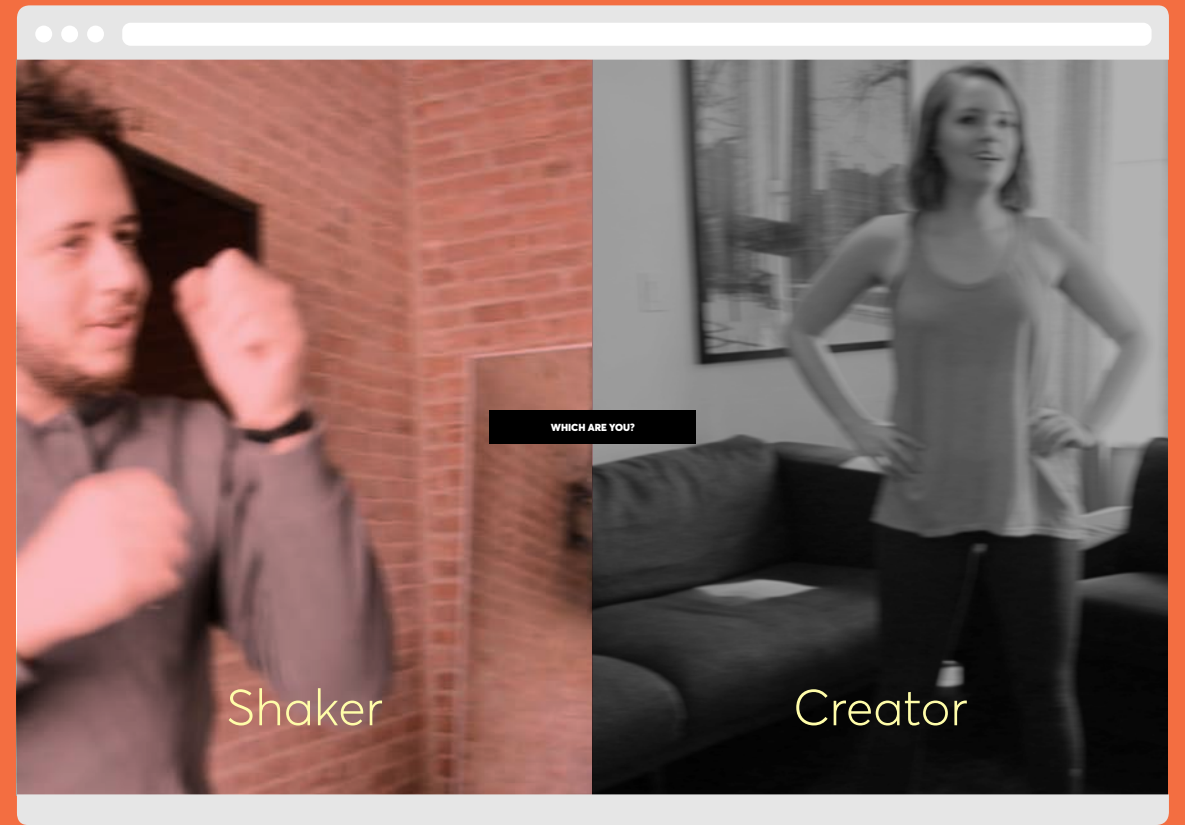
Creator Sign Up Process

The website is open for either Shakers or Creators to create their MXD profiles. But this is the only place Creators can apply for a membership. All Creator members are required to complete a safety certification course before given the full membership benefits. Until certified, Creator members are still able to create playlist workouts with existing clips.

Add Clip

① Upload Clip & Edit length

DRAG + DROP FILE HERE

+

BROWSE

② Title
③ Muscle Focus
④ Hashtags
⑤ Intensity

PUBLISH

Add Clip

① Upload Clip & Edit length

00:00   03:26

② Title

Yoga Lunge Lunch Break

Max. of 30 characters

③ Muscle Focus

| Arms | Chest | Back | Shoulders |
| Abs | Core | Butt | Legs |

④ Hashtags

#lunchbreak   #yogaforbeginners   #warrierwellness

⑤ Intensity

low intensity ▶   ▶   mid intensity ▶

PUBLISH

Upload Content

Once certified, Creators are able to upload their own content to the MXD website. The upload process is specific to the fitness community, creating content that is easily search-able and can help Creators learn how their content is being used after posting.

Tag Video Clips

Once a clip is added (via drag + drop), Creators can edit the length of the clip and pick the still frame to represent the clip. Each clip requires a title, the more straight-forward, the better. Creators can pick up to 3 muscle areas that the clip is addressing; as well as 3 hashtags for more specific labeling (i.e. Yoga, Zumba, etc). Finally, label the intensity of the beginning, middle, and end of the clip. Then it's good to publish.
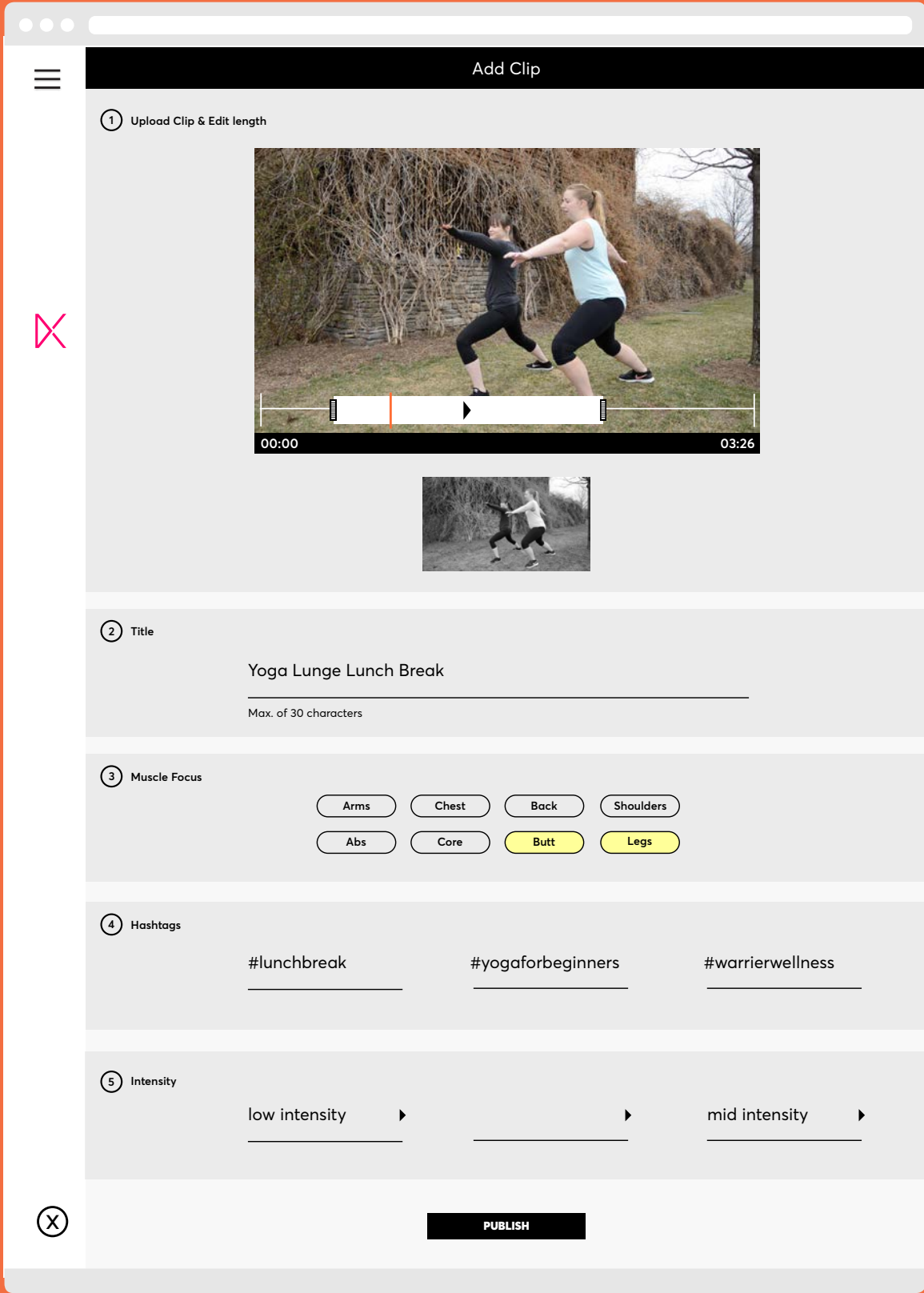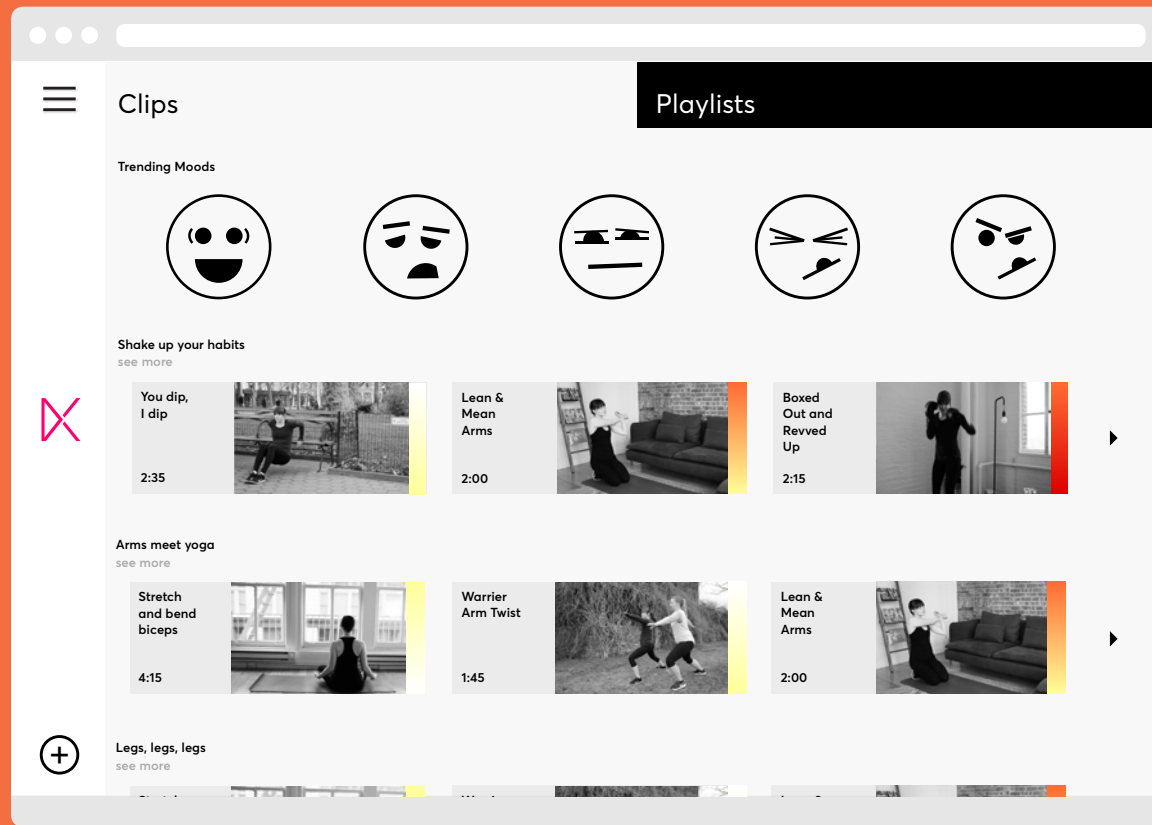
Browse Clips & Playlists

Both clips and playlists can be browsed by both Creators and Shakers. Clips are shown by title, length, image still, and intensity. The ombre's on the right side show the timeline of intensity. This is helpful when building playlists to make sure exercises following one another mesh well without a jumpy transition in pacing.
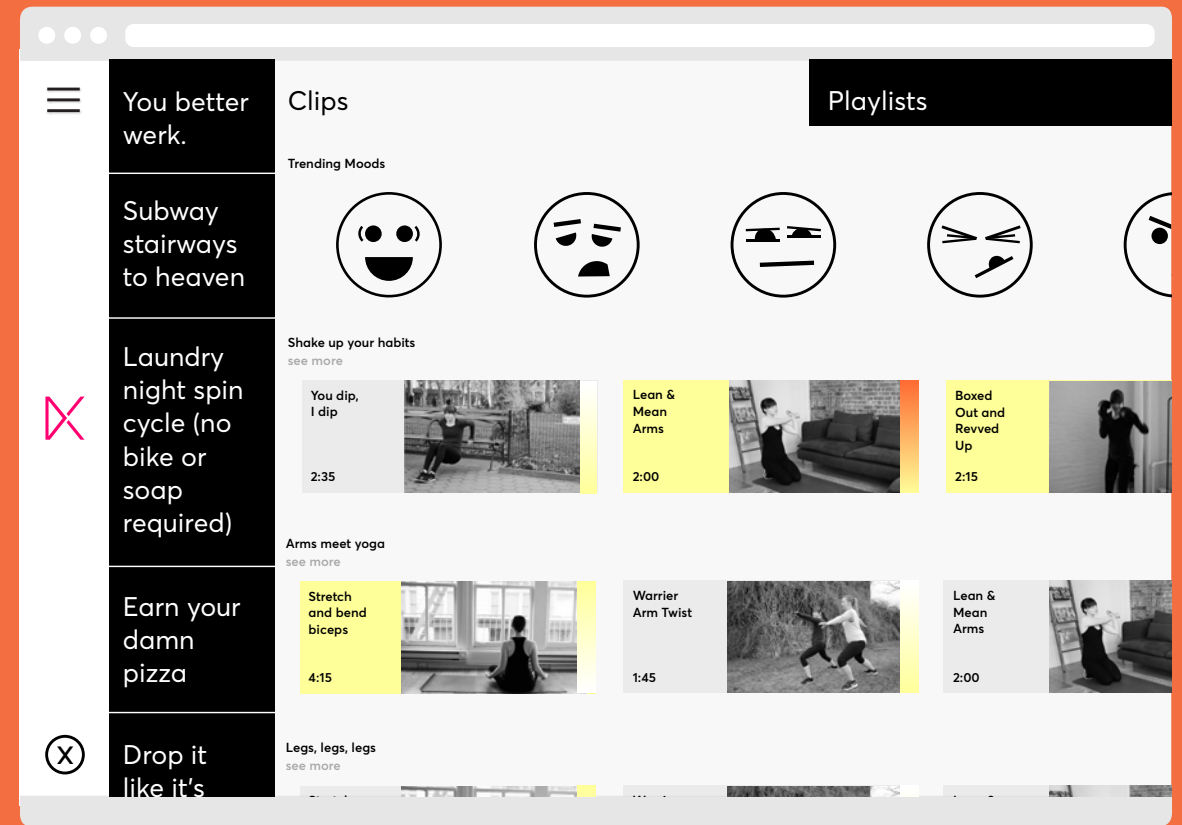
Quick Access to Playlists

By clicking the MXD logo on the right, a drawer of the MX'er's current custom playlist workouts. While browsing clips, click the titles of the desired clips, and drag to the workout of their choice.

You better werk.

Subway stairways to heaven

Laundry night spin cycle (no bike or soap required)

Earn your damn pizza

Drop it like it's

Playlists

Stretch and bend biceps
4:15

Warrier Arm Twist
1:45

Lean & Mean Arms
2:00

Boxed Out and Revved Up
2:15

You dip, I dip
2:35

Warrier Arm Twist
1:45

Lean & Mean Arms
2:00

Go to Playlist Builder ▶

Lydia Trusdall

Creations
Connections

Current Weekly Commission Total	Percentage of Replayed Clips	Percentage of Views from Source	Top Mood Category
$129.13	47%	72%	😊 😊 😊

Most Recent Uploads ▶

You dip, I dip
2:35

Zen Kick Start
4:00

Boxed Out and Revved Up
2:15

Clips per Other Creators ▶

Weekly views By Mood ▶

150
100
50
0

Quick Add to Playlists

Once the clips are in the workout playlist of choice, they can be rearranged within the existing clips while the drawer is open. This is a good time to check the flow of the workout via the ombre's on the right side of each clip. The current playlist seems to be unfinished with a massive jump from high intensity of the second to last clip to resting heart rate in the last clip.
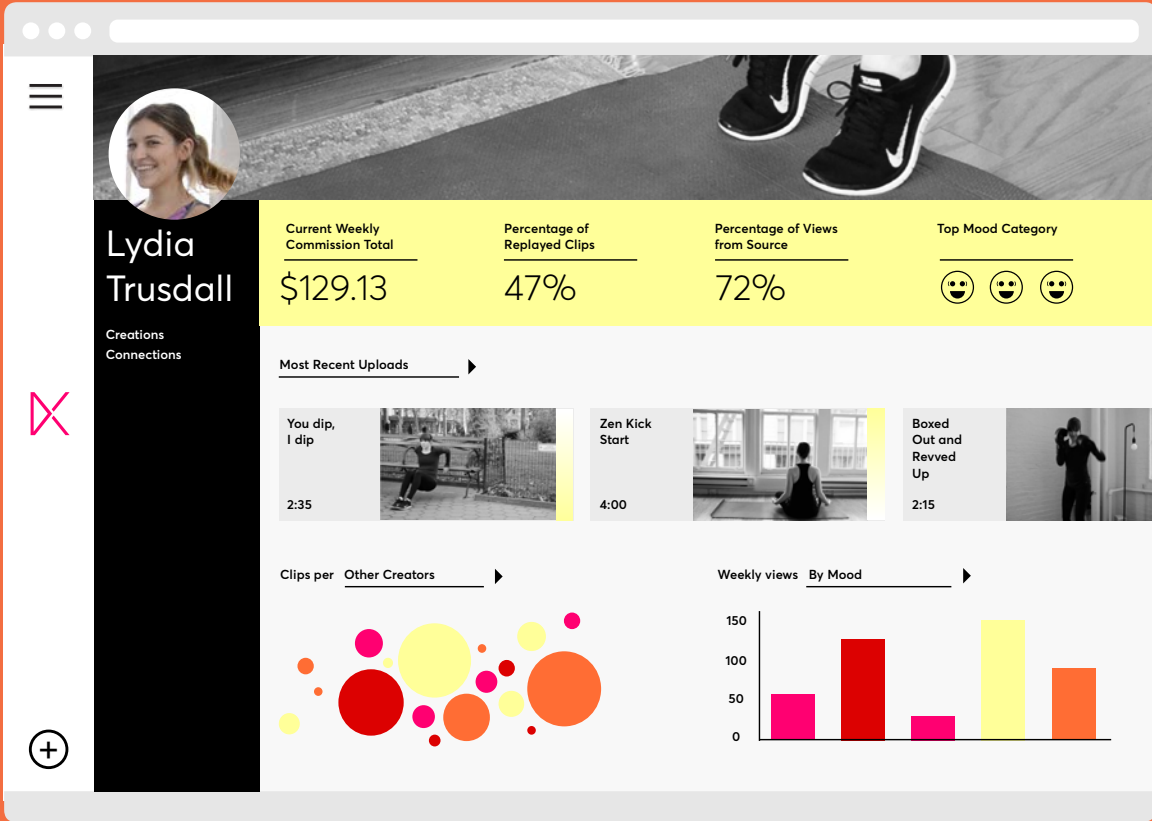
Search + Organize Metrics

Creator's profile dashboard serves as the command center for content and published materials. The metrics are able to be customized and searched. Since Creator's clips can be used by others, MXD tracks where their clips are being used and in combination with what other types of clips.

Pro Creator Members

Certain influential Creator members are invited to become Professional members and they will receive commission based on these clip views. The dashboard also keeps track of clip life spans. The MXD system has sunset time frames for those clips that are either duplicates to the Creator's other content or have not been used in a set period of time.

User Flows

The App
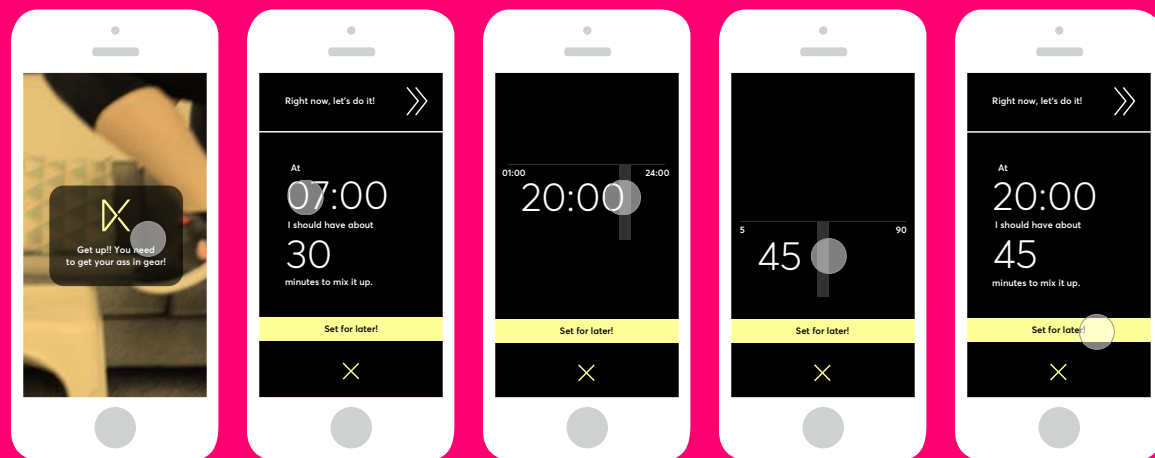
1

At exactly 6:37, Laurel's MXD app chimes and wakes her up.

2

Laurel is prompted to either: work out right then and there or set a time that she can do some movement later that day.

3

Choosing her time of day and how long she'll have with the tap and hold sliding function, Laurel has locked in her workout appointment with herself for after work that evening.
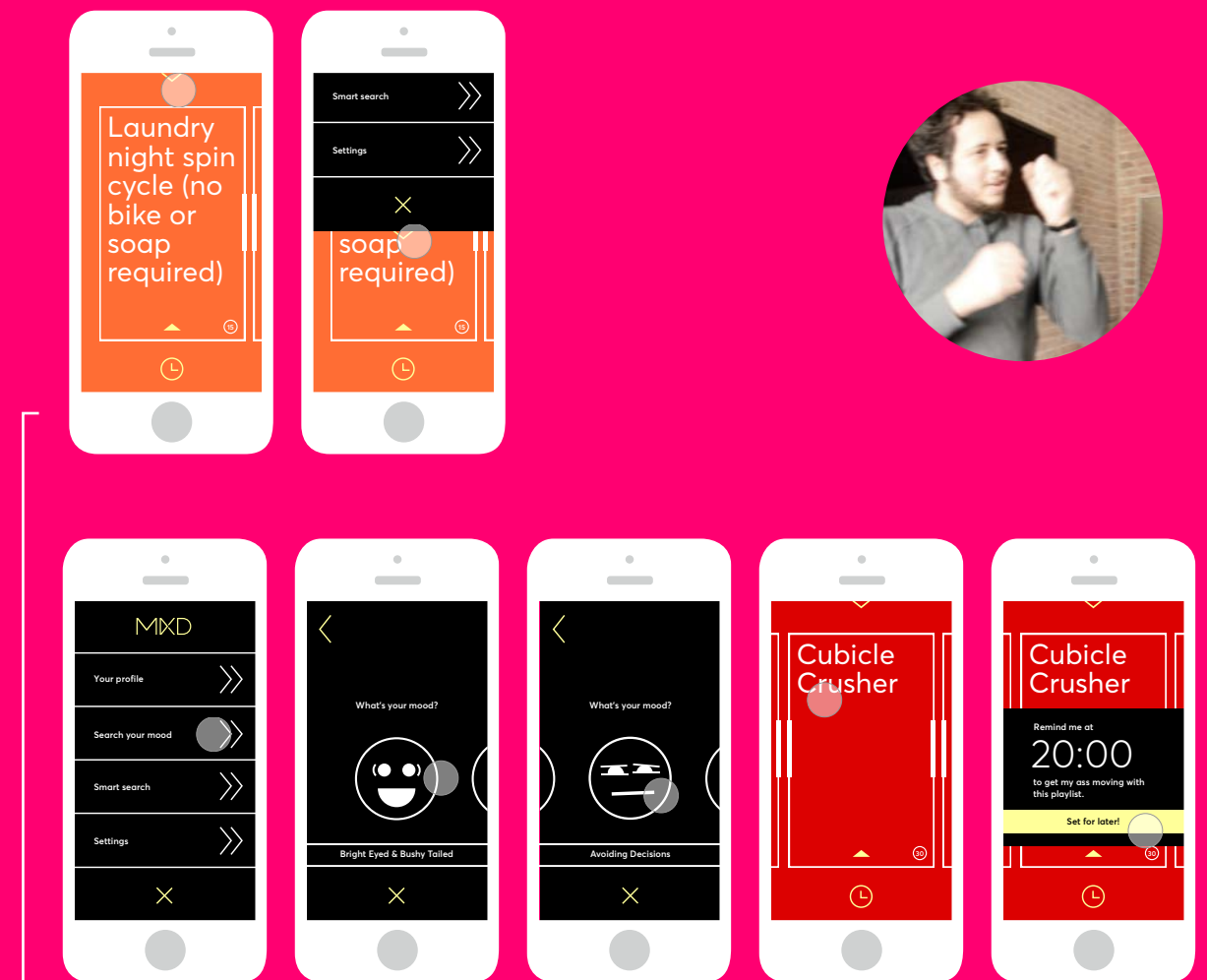
1

Harry has a lot of time on his evening commute to stare at his phone and play games. To mix things up, he opens MXD and looks to see what moods and emotions are available.

2

The moods have changed since his last visit and he finds the perfect, post-commute cubicle crushing workout.

3

Harry taps and holds on the playlist to set the timer to be reminded with the actual playlist in a hour. And then he opens up Angry Birds because that's how Harry rolls.

43

Jordan
Style Fusion

User Flows

Laundry night spin cycle (no bike or soap required)

Smart search

Settings

soap required)

MIXD
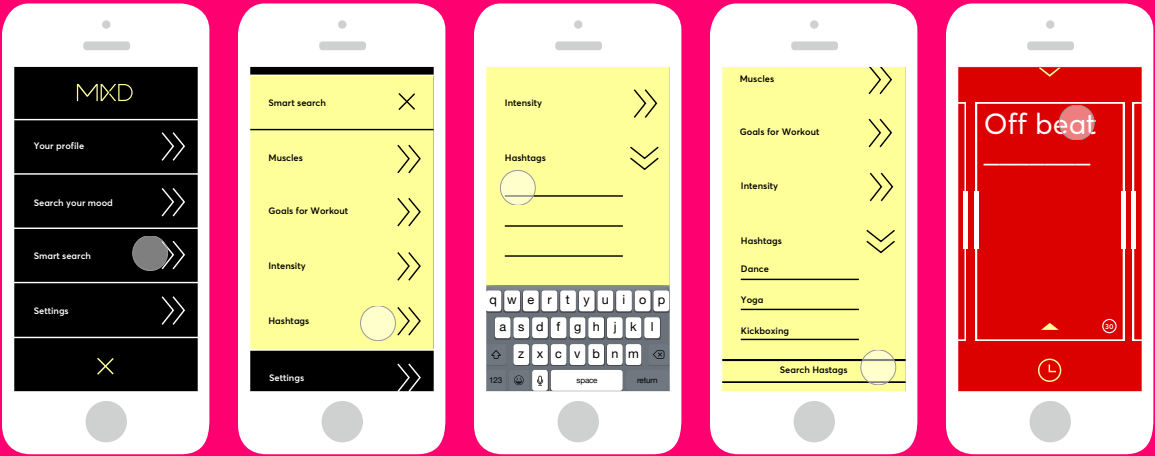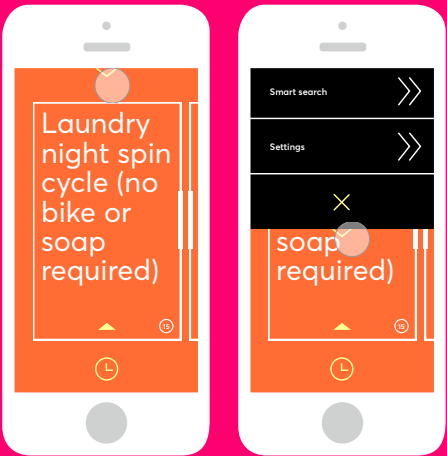Your profile
Search your mood
Smart search
Settings

Smart search
Muscles
Goals for Workout
Intensity
Hashtags
Settings

Intensity
Hashtags

Muscles
Goals for Workout
Intensity
Hashtags
Dance
Yoga
Kickboxing
Search Hastags

Off beat

1

Jordan is a man of many interests. He just got home from his street dance team practice and he has some time before his next engagement. He opens MXD to search for something specific.
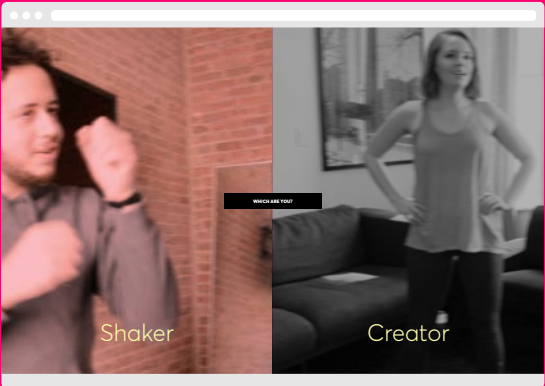
2

Since he is still feeling the beat, he searches by hashtag. Jordan uses Dance, Yoga, and Kickboxing as his key words.

3

The Off-Beat _____ playlist is his new calling. He tries it out and saves it to his profile. He has been a MXD Shaker for awhile and knows what he likes.

Virginia
Shaker Pro

Shaker   Creator

Clips   Playlists

Trending Moods

Shake up your habits

Arms meet yoga

Legs, legs, legs

The App meets the Website

1

Virgina has been with MXD from the beginning and has an extensive library of saved and followed playlists. She decides it's time to get the Shaker Pro membership and pays the monthly fee of $10/month.

2

Once a Shaker Pro, Virginia has full freedom to MXD's content, both playlists and clips. She browses the clips and saves some she thinks are interesting.

3

Virginia heads to her Playlist Maker on the website; she knows the perfect title — and posts her new creation. She's able to follow up on how it's being used later.

User Flows

The Website

1

2

3

4

5

Matt has decided to join MXD as a Creator. He has a store of videos he's posted to other services but he sees the potential in joining MXD for the community. He doesn't know many other fitness entrepreneurs.
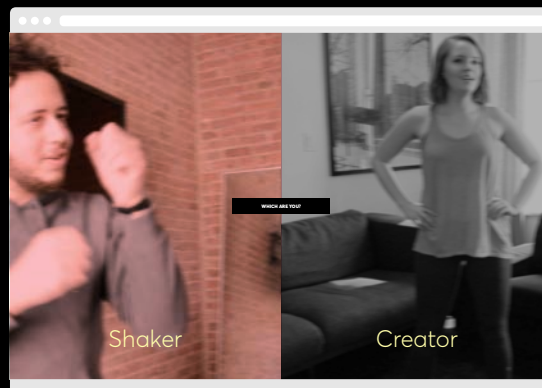
He loves the questions being asked of him as he signs up; the emphasis on personable details has him excited to see who else is contributing to this community.
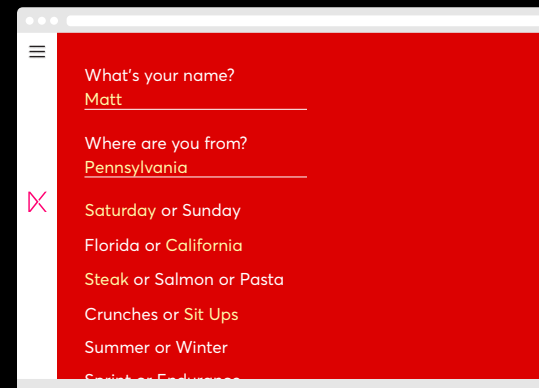
After completing the basic questions, he sees that he has a 5 hour safety certification that he needs to complete before being able to upload any of his content.
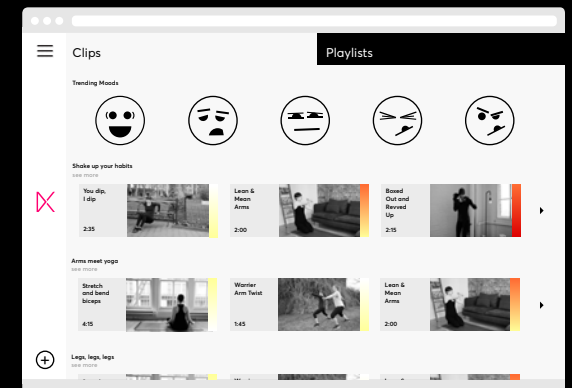
Rather than jumping right into the safety certification process, Matt browses the MXD website a bit. There's a massive variety of different types of workouts and he gets a lot of ideas of what new videos he could put into his current stuff.

Matt starts saving other playlists and following certain Creators that have a lot of followers already.

Lydia
Pro Creator

MIXD

X

kate spade
NEW YORK

1

Lydia has been a MXD Creator from the beginning. She already had a steady following from her YouTube channel, and many of them transferred over to the MXD community.

2

MXD had been taking note of Lydia's steady climb in popularity and her continual dedication to the MXD community. One day, Lydia was invited to become a Pro Creator.

3

Once she was invited, Lydia began earning commission on every clip view, regardless if it was in her playlist or not.

4

Not only did Lydia start receiving commission, but she was contacted by Kate Spade after a month or so as a Pro Creator.

5

The Kate Spade channel on MXD sponsored Lydia to create a new series of playlists that encapsulated the story of the girl in the Kate Spade brand vision.

The Brand

Visual Strategy
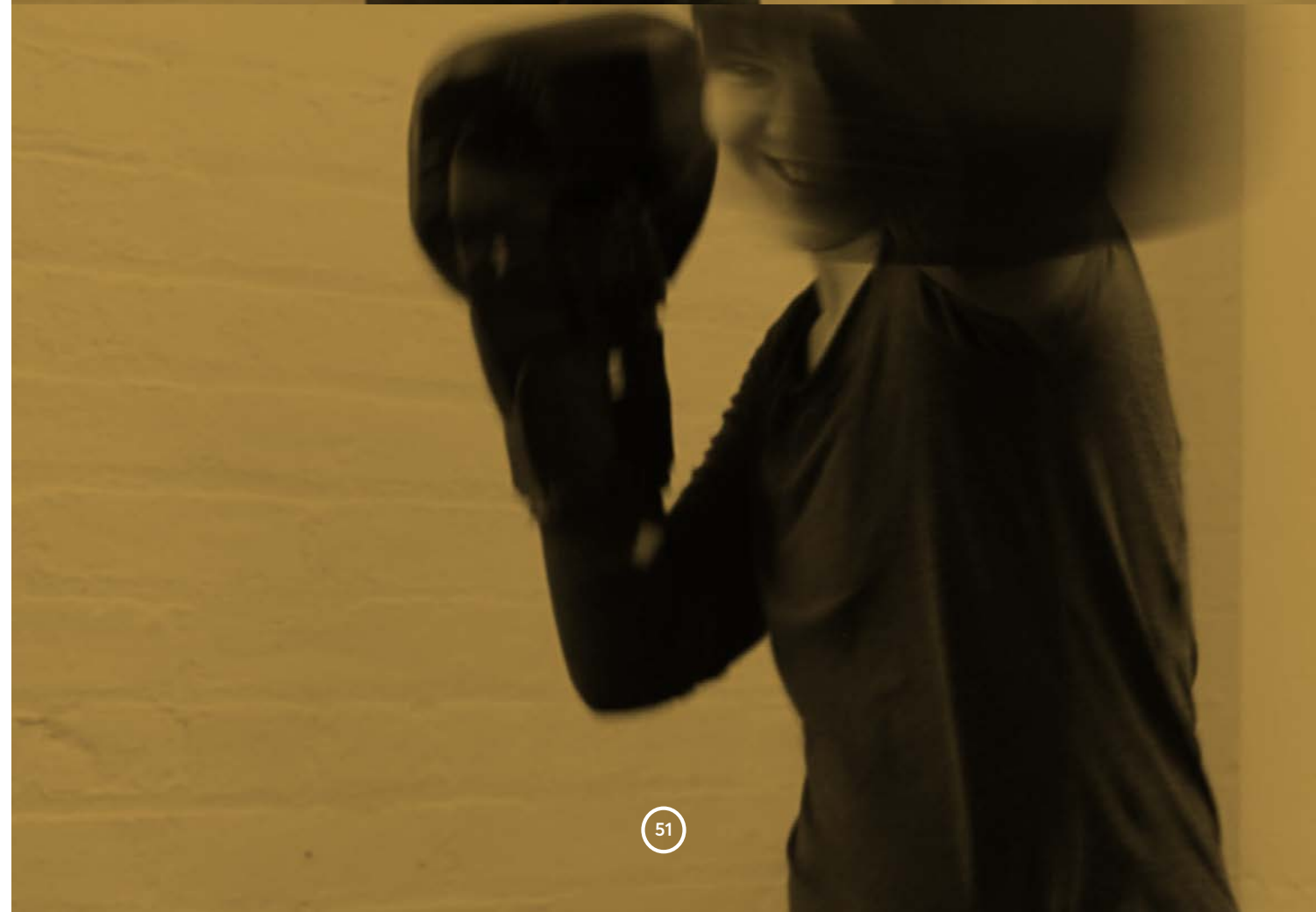
Tool Kit

Playful

Contemporary

Engaging

Easy

Accessible

Colorful

Bold

Relatable Copy

Simple Interaction

Intuitive

53

Visual Strategy

Tool Kit

MXD

The logo is used as both a word mark with the letters MXD as well as a logo mark, with the Play Button X. It's used over imagery, especially spliced images, as well as flat color.
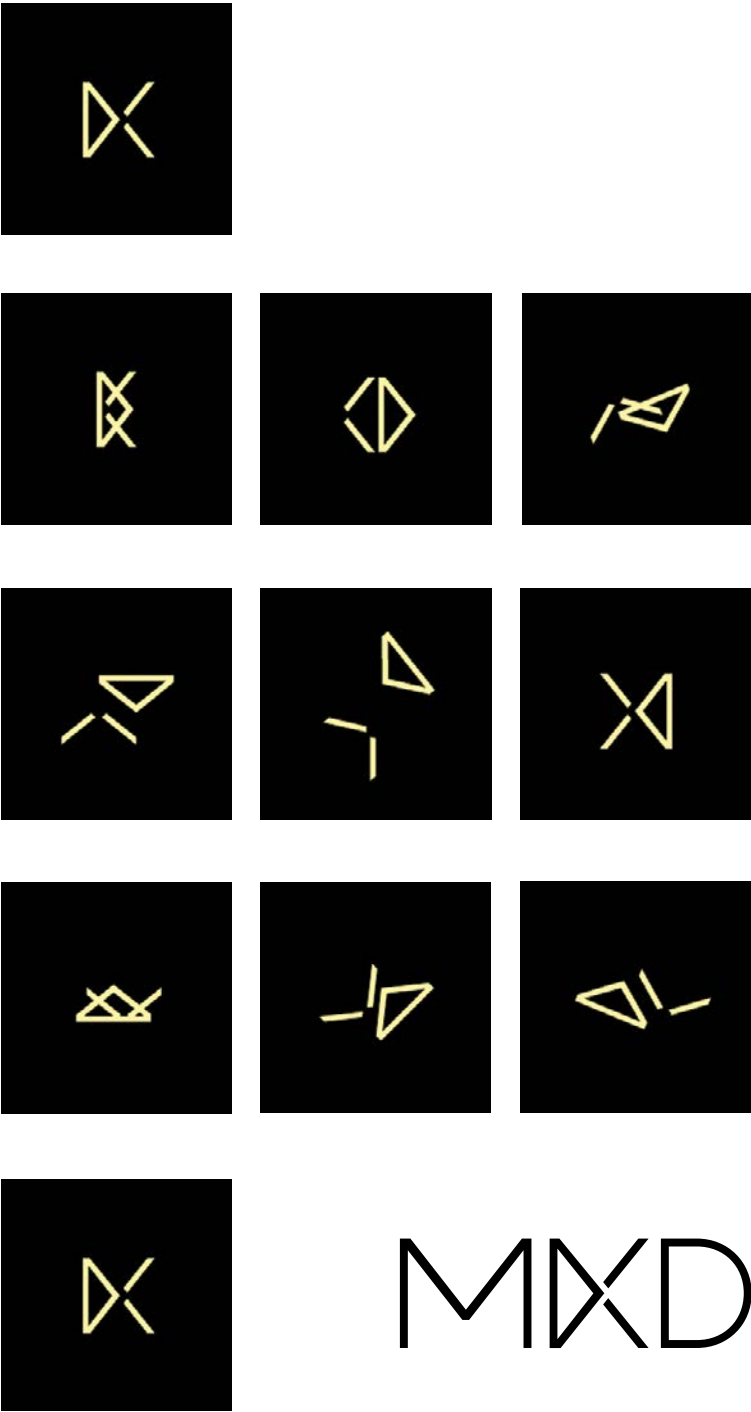
The Play Button X logo animates as a loading screen. Above are stills from said animation.

MXD

Visual Strategy

R: 255
G: 255
B: 153

R: 255
G: 255
B: 255

R: 0
G: 0
B: 0
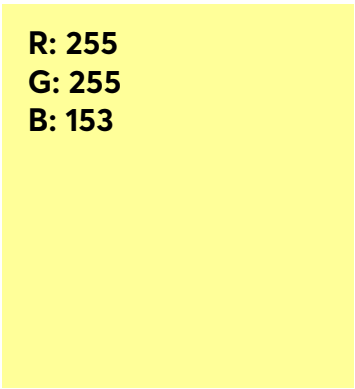
MXD Yellow
with black typography
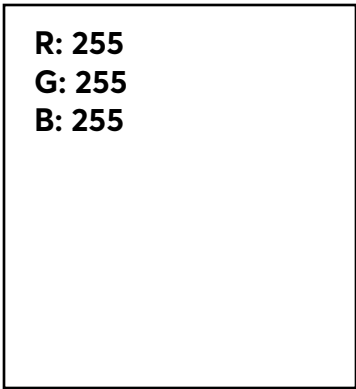
MXD White
with black typography
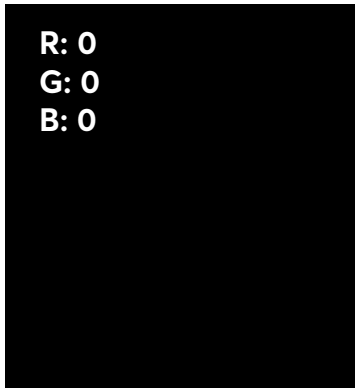
MXD Black
with white typography

R: 243
G: 110
B: 65

R: 220
G: 31
B: 38

R: 255
G: 0
B: 113
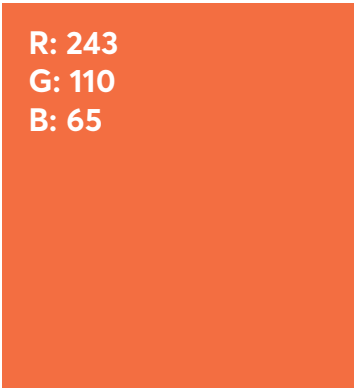
MXD Orange
with white typography
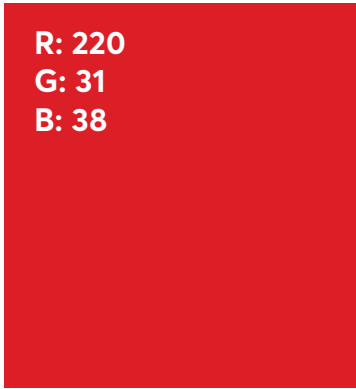
MXD Red
with white typography
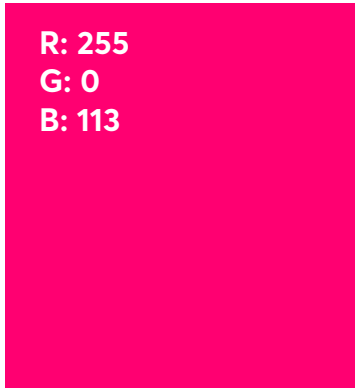
MXD Pink
with white typography

Averta Std Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; : / ? ! & % $**

Averta Std Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; : / ? ! & % $

ITC New Baskerville

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; : / ? ! & % $

Stills of videos on the MXD platforms are shown in black and white only. Images created by MXD have the primary and secondary colors as overlays. Videos that are in motion, uploaded by the creators, are shown in their original colors.

Visual Strategy

57

Visual Strategy

Visual Strategy

Netflix and crunch.

Visual Strategy

Playlists and surveys are shown with Averta Regular type, flush left and set from the top of a 3:4 vertical rectangle.

Emoticons are a driving force behind both the experience and the brand for MXD. The emoticons are constantly changing and evolving, as there is no limit to how anyone feels, there shouldn't be a limit of MXD e-motions either.

The Market

$27 bil.

The Health & Fitness
market is currently valued
at $27 billion[1]

$330 mil.

Digital Health & Fitness
is currently valued at
$330 million[1]

$1.3 mil.

YouTube's top fitness channel's
Mike Chang has an estimat-
ed net worth of $1.3 million
with 3.5 million followeres on
YouTube[3]

The market opporunity is
massive for MXD. The current
overall Health and Fitness
market is valued at $27 billion.
Looking at an older statistic,
from 2013, the digital Health
and Fitness market, alone, was
worth $330 million. The pop-
ularity has grown since that
2013 statistic.

Growth is shown when look-
ing at YouTube's top fitness
channel guru, Mike Chang. In
2014, he had about 1.5 million
followers on YouTube and he
now has 3.5 million and has a
current estimated net worth
of $1.3 million. He is the peak
of what a fitness entrepreneur
can acheive through the digital
fitness channels.

The Market

MXD has an important place in the market place. Currently, there are fitness apps that have limited, finite content. Those apps have grown in massive popularity in the past few years, even with the current problems.

On the other side of the digital fitness market, there are crowd sourced platforms that many have turned into their go-to fitness resource. The interesting dynamic of the current crowd sourced platforms, is that both MXD's audience bases are using them. The behavior of using crowd sourced fitness material is established.

Those options in combination with traditional brick and mortar gyms, boutique gyms, boot camps, and specialty gyms make for a very saturated fitness market.

With all of these options, there is a massive variety in types of movement and exercise; however, the means in which it's delivered to its audience varies only slightly. This is beginning to change with services like Daily Burn and Peloton, creating the idea of your fitness on demand and at home.

Only MXD offers a crowd sourced, fitness specific community; letting each user define what movement means to them, making exercise more accessible and attainable.

Provided Content

Free

Paid

MXD

Competition

Crowd sourced Content

CP

The Market

Competition

DailyBurn
www.dailyburn.com

The DailyBurn is a popular app that streams one live workout a day at 9 AM. That workout will then stay on the site for 24 hours until 9 AM the next day, to be replaced with the newest day. The app also has several other programs and exercises aside from the Daily 365 (as the live workouts are referred). There has been expansion towards nutrition and more holistic wellness information.

Peloton
www.pelotoncycle.com

Peloton is a service for people to spin in their homes on their own bikes but through streamed online classes. The Peloton bikes have screens on them that track user's progress and streams classes. Each bike is $1,995 and the monthly membership is $39/month for the access to the streamed classes. The dynamic maintains the social benefits of spin classes while removing the location, time, and space limitations of normal spin classes.

ClassPass
classpass.com

ClassPass is a membership service that gives members access to boutique gyms without requiring them to belong to them exclusively. It started in NYC and has exploded in the past few years, to the point that the membership fee has undertaken two price hikes. The main issue is space, there are only so many physical classes that can happen and rooms are only so big.

Visually-driven social media, like Facebook, Tumblr and Instagram are not necessarily competitors to MXD. Creators and Pro Shakers can push their playlists previews and individual clips to popular social media outlets.

This is particularly beneficial with Instagram. Because the clips can be shorter in length, there are no modifications necessary to fit to Instgram's requirements.

Because MXD's Creator's are motivated and self-enterprising individuals, all of their followers will also be on these platforms. This means that not only are social media outlets not MXD's competition, they become a part of the marketing and adaptation plan for growth.

Discover

Search terms:
   Workout app
   Exercise variety
   Fitness
   Workout ideas
   [muscle] workout
Via social media campaign
Beachbody community
Fitness expo
Part-sponsors of 5K, 10K, &
marathons
Sticker campaign
Fitness blogs
Fitness celebrities

Engage

Free to access/browse
Approachable
Easy to navigate
Clear description
Certified instructors
All partnerships visible
Highlights of members
Unique features
   (i.e. mood search &
   semantic titles)

Convert / Trust

Free to try / use
Extent of filter and search
quality
Reasonable suggestions
based on views
Inspiration & motivation
without distractions
Commission for qualified &
invited Creators
Class requirements & safety
certification for Creators
Easy to create your own ver-
sion of what MXD can be
Tailored reveal of informa-
tion, not overwhelming

Use

(see Product section)

Return

Highlight new and popular
content
Themed challenges that
span several days
Prompted challenges to
Creators
Corporate partnerships
bringing new perspective
Social circles for those with
similar goals
Metrics on how content is
performing
Content removed if it's too
ubiquitous

The MXD community is only
as strong as it's image to the
outside world. Through this
brand choreography outline,
MXD is looking at the full user
experience, including before
they are MXD users.

Train like an Angel

VICTORIA'S SECRET ▲ 30

Turn that FOMO frown upside down - 5 reps

REFINERY29 ▲ 30

[Subway] Stairway to Heaven

Spotify ▲ 30

You could be your own WCW or MCM

▲ 30
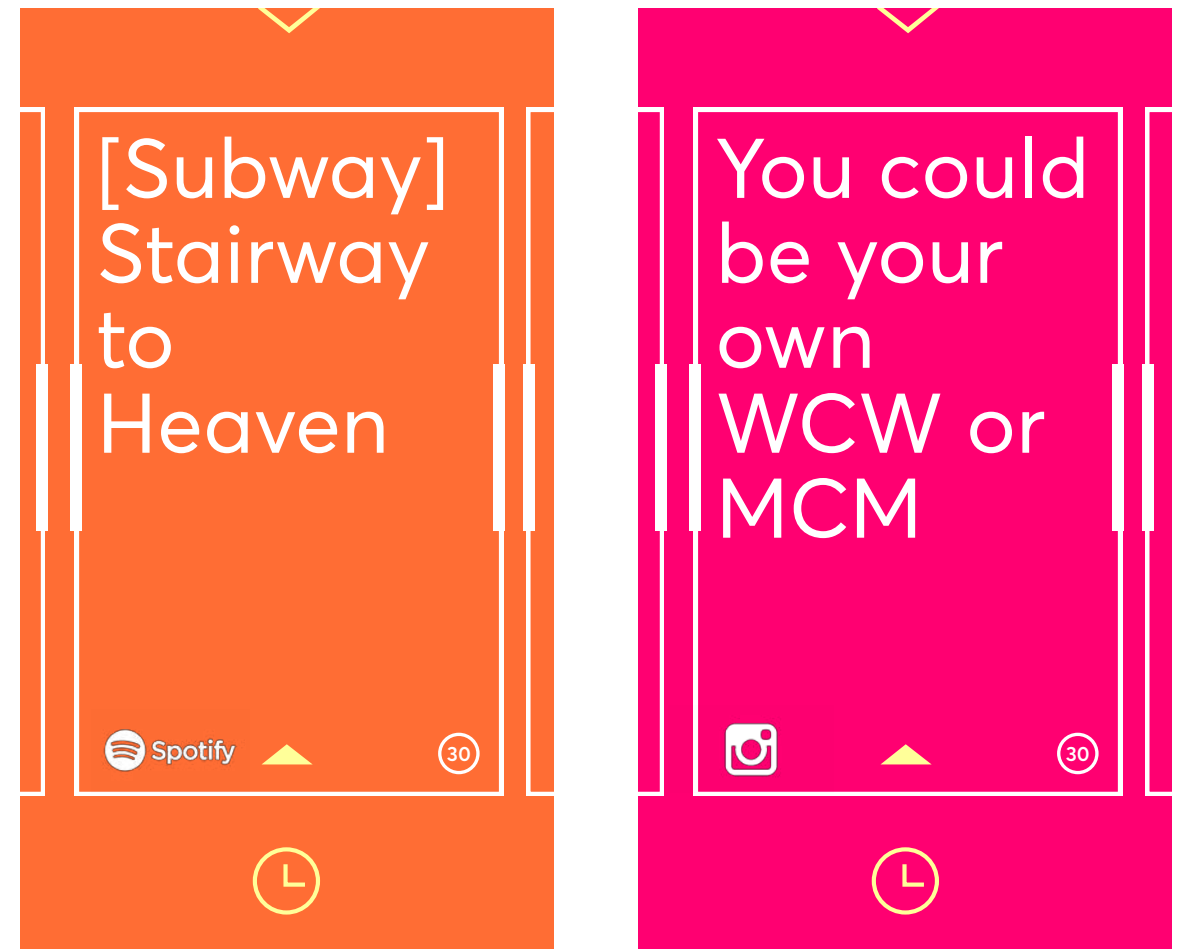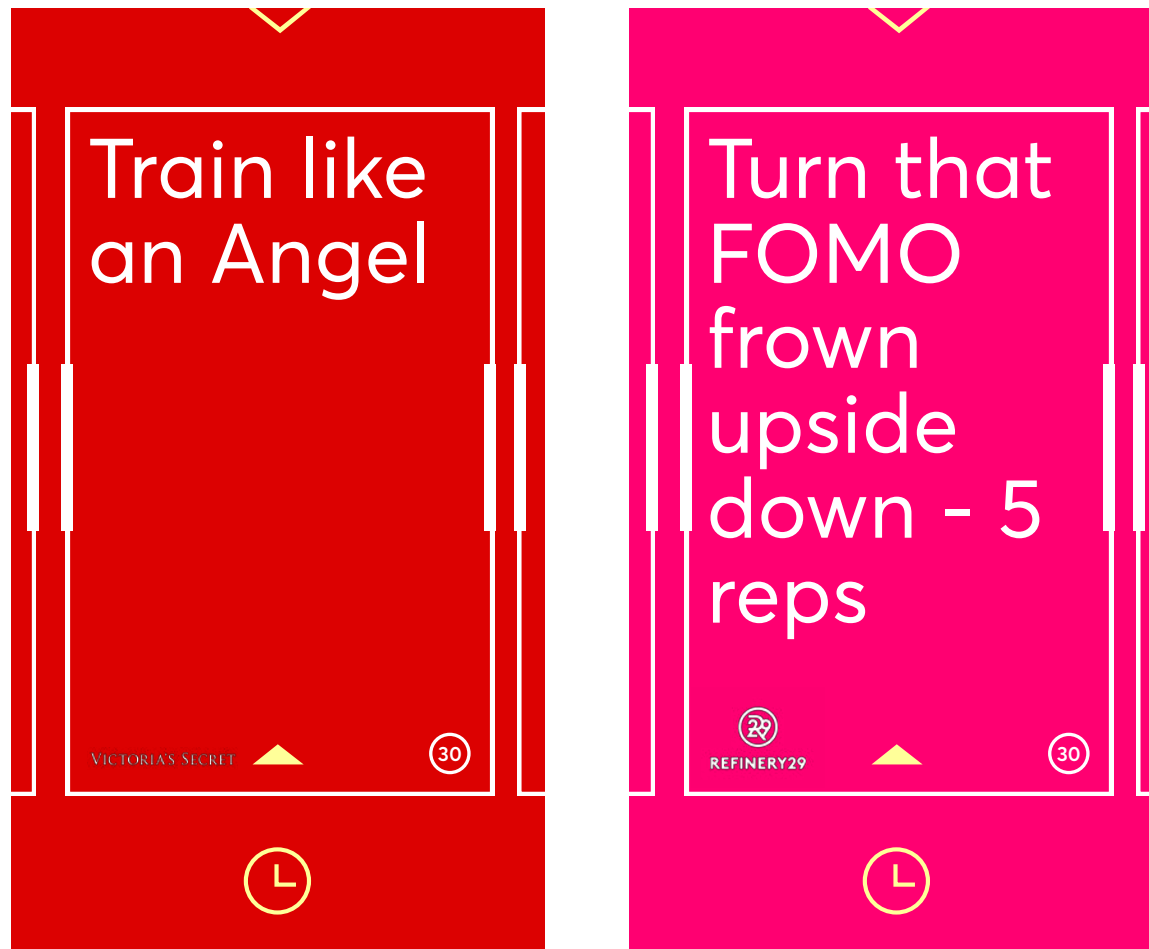
Brand Values

The main revenue from MXD, once it's up and running will be from Corporate sponsored content. These channels and events will allow brands to exemplify their brand values in the fitness-specific community. As most brands already have a strong view as to how they would approach exercise, MXD offers a perfect platform for their involvement.

71

Facebook

Facebook is a valuable outlet for MXD. The main strategy is to use Facebook as a means of testing ideas and asking for feedback. Facebook comments are extremely valuable and are minimal effort for those already on the service. It also is an easy link to the initial Creators for MXD, as they have their own pages to link to as well.

Instagram

Instagram's main format of bite-sized content fits well to testing both clips and playlist title engagement. The account @wearemxd has been started and has gained some positive feedback with only a few posts. The slightly snarky copy is proving to be a valuable asset in the MXD brand. The next step for Instagram is to start testing video clips and reaching out to other fitness accounts. The two main goals of the MXD Instagram account is to foster the variety of movement as well as the daily nature of when people can fit movement into their day. Waiting for the subway, long elevator ride, sitting in traffic, doing the laundry, and so on.

Video Teaser Campaign

As a means of spreading the excitement, before MXD starts posting videos by Creators, MXD will be releasing snippets of video teasers. The teasers show clips of different people working out in different places, in many different ways — not always successfully, either. It's a visual way to show what the playlist title, text only, posts are saying.

73

Creators

Membership Fees
Video Content
Time

Visibility
Knowledge & Support
Network

Shakers

Fitness Content
Network
Inspiration

Time & Attention
Pro Shakers: Membership Fees
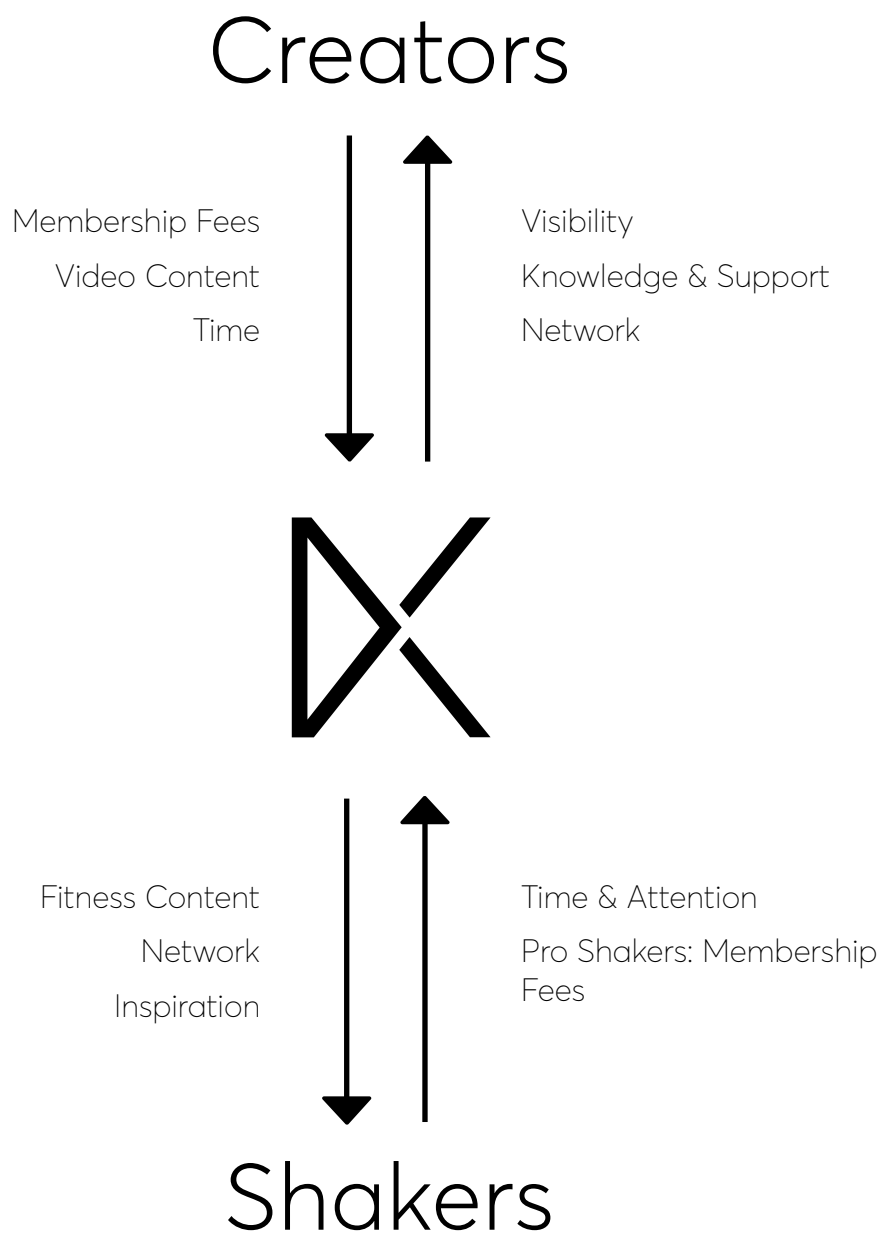
MXD's specialty is in it's value exchange. MXD takes two different groups of people with two different problems and allows them to solve each other's issues. Creators need Shakers and Shakers need Creators. MXD gives them a space to help each other.

75

The main revenue stream for MXD, once it's running the full ecosystem, will be from Corporate Sponsorships. They will be able to sponsor both Creators and their own MXD profiles to extend their brand vision into the fitness world in a more flexible way than ever before. The supplementary revenue streams will come from the Creator's initiation fee and the monthly fees for access to metrics. A third, constant revenue stream will come from Pro Shakers; those Shaker members who decide to pay for access to create their own workout playlists.

The Market

Business Model

%
Commission
_____
approx. -5%

$$ Fee
_____
approx. 40%

$$$ for Ads &
Sponsored Channels
_____
approx. 50%

Pro Shaker
$$ Fee
_____
approx. 10%

The Future

The Future

Phases + Growth
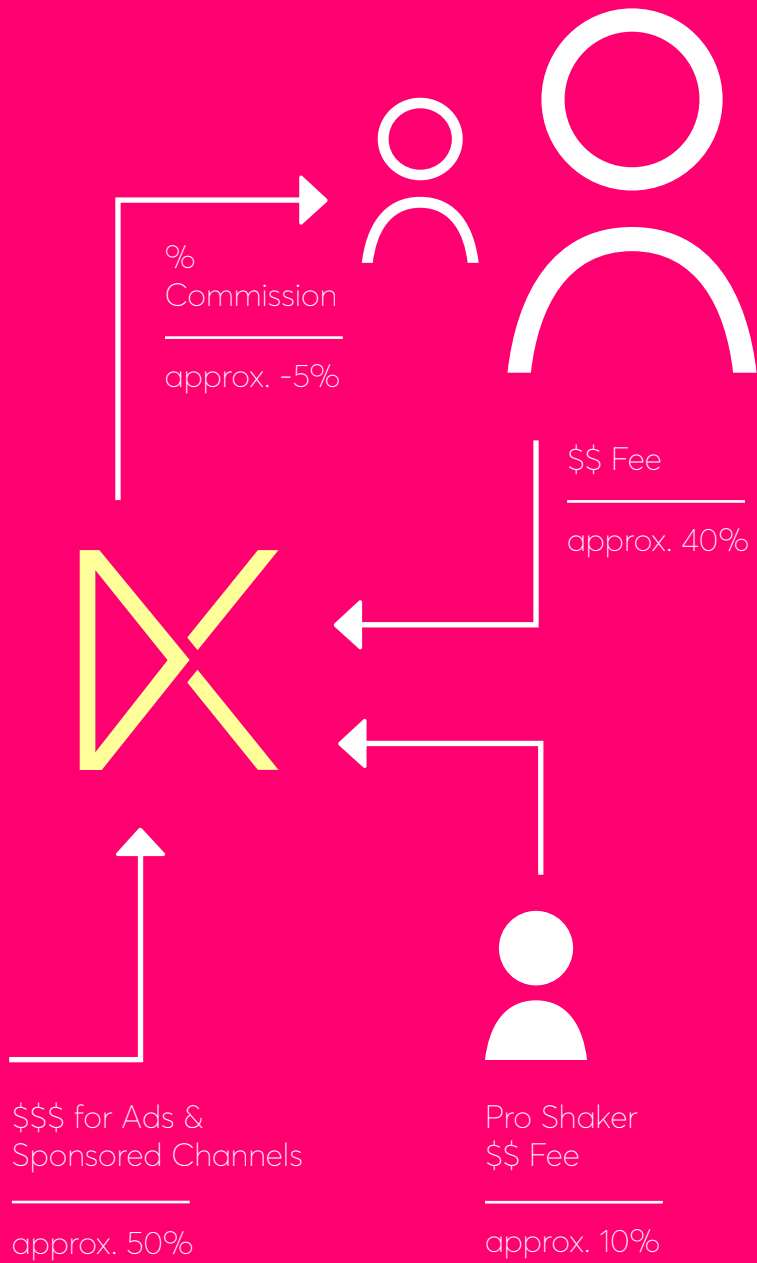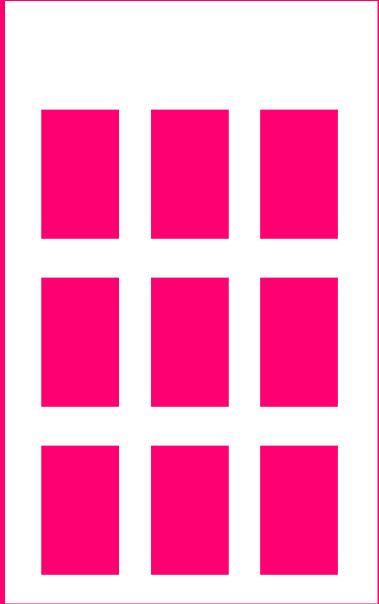
Phase 1

Phase 1 of MXD will drive towards a proof of concept. Using YouTube API, we will build a prototype website to emulate the basic structure of the ecosystem. This prototype will be functional for the test group to find playlists and cut down the workouts by time.

Once the skinned prototype is up, we will be bringing in some hired Creators to go through the upload process. This is essential to make sure the content is tagged properly in order for MXD to flow as seemlessly as it can once up and running.

The Goal

The goal of Phase 1 is to determine the ideal ratio of Creators to Shakers. We will hire 8 Creators for 2 months at $20/hr each. They will provide 20 clips each and we will test the uploading and tagging processes. These 160 clips will provide 6,000 possible combinations. For the remaining 4 months of Phase 1, we will test how many Shakers this number will satiate.

Fixed (One Time Costs)

Computers	$2,300
Printer	$450
Web Development for Skinned Interface	$15,000

Total Fixed (One Time Costs) — $17,750

Variable (for first year)

Rent	$6,000
Phone Plans	$720
Hosting & Maintenance	$4,000
Legal	$5,000
Founder Salary & Benefits	$50,000
Co-Founder Salary & Benefits	$50,000
Contractors (x1)	$4 0,000
8 Creators	$51,200
Travel	$3,000
Promotional Material	$700
Marketing & Advertising	$5,000
Misc	$15,000

Variable (for first year) — $190,660

Total First Year Costs — $208,410

Month 1

Hire creators
Hire developer
Design basic site

Month 2

Upload content
Tag & label embedded content
Internal beta testing on site

Month 3

Extend invitations to chunks of 50 people to try out the first beta site

Month 4

Analyze feedback from test group
Open invitation to an additional 50 people

Month 5

Continue to analyze feedback from test group
Open invitation to an additional 50 people

Month 6

Continue to analyze feedback from test group
Open invitation to an additional 50 people

The Future

Phase 2

Using the aggregated data and experiences from Phase 1, Phase 2 will be a combination of continuing Phase 1 work on the site in conjunction with analysis for Phase 2. While the focus of Phase 1 was ratio of people, Phase 2 will concentrate on the ratio of new to old clips and playlists.

Phase 2 will build on the content uploaded in Phase 1. By bringing in Shakers to test the uploaded content, we will have a more specific means to understanding the proper ratio of content to usage. As mentioned below, we will be bringing in an Analytics specialist to help us understand the feedback we will be receiving.

The Goal

At this point, there will be duplicate content. We will bring in the budgeted contractor at this point to help determine some analytics as to how long a clip goes unused before being removed. Also, we need to define what "unused" means. This phase is critical to learning the path and evolution of a clip beyond it's first use. This will help direct the metrics offered when MXD is at its full release.

Phases + Growth

Fixed (One Time Costs)

Computers	$2,300
Printer	$450
Web Development for Skinned Interface	$15,000

Total Fixed (One Time Costs) — $17,750

Variable (for first year)

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8 Creators	$51,200
Travel	$3,000
Promotional Material	$700
Marketing & Advertising	$5,000
Misc	$15,000

Variable (for first year) — $190,660

Total First Year Costs — $208,410

Month 7

Maintain Beta testing
Bring in Analysis Contractor

Month 8

Maintain Beta testing
Continue working with Contractor

Month 9

Maintain Beta testing
Review metrics without Contractor

Month 10

Shut down Beta test
Review learnings

Month 11

Iterate new structure of platform based on feedback and findings

Month 12

Prep promotional materials
Take break from interface development & iteration

83

The Future

Phase 3

Phase 3 is doing a lot of heavy lifting to get the MXD ecosystem up and running on the website, while it won't be at the full ecosystem quite yet - it will be a functioning website with self-hosted videos.

In order to keep the momentum going from the content testing in the previous phases, Phase 3 will focus more than in Phase 2 at how new content enters the existing system. Understanding how to refresh and highlight content will contribute to the overall experience for all MX'ers.

The Goal

The main goal of Phase 3 is to determine the best methods to allow new Creator's visibility within an existing system and old content. Another parallel goal is to start driving publicity and interest in anticipation of the public launch after Month 18.

Month 13

Meet with developers & hosting companies to determine options based on metrics from Phases 1 & 2

Month 14

Attend expo's to start marketing and collecting emails

Month 15

Attend expo's to start marketing and collecting emails

Month 16

Soft launch of Beta site

Month 17

Iterate! Iterate! Iterate!

Month 18

Public launch of Beta site

The Future

Potential Partnerships

Cigna

The healthcare company has an extensive history of support and partnership with exercise-based events and campaigns. To have them as a development partner would benefit both MXD and Cigna. As with any partnership, the product may evolve differently than outlined here, but with a company like Cigna, it could only benefit. The system behind MXD could be applicable to physicians and physical therapists just as easily as the fitness community. By giving these professionals access to

tagged and organized methods made for variety, patients could receive perscriptions in the form of playlists. Another path MXD could take with Cigna as a development partner, is to white label the system and license it out to physicians, entities in the fitness realms, and even sports entities. The possibilities with Cigna as a partner give MXD a life beyond the imagination; creating an amazing opportunity to help a lot of different people.

Sport-centric

A more conservative approach than a healthcare company, would be to approach one of the giant brands in the sports and fitness category (Nike, Reebok, Adidas, Beachbody, and so on). Any one of these companies as a developing partner would guarantee a trust in the content being uploaded and shared on MXD.

Netflix

Netflix just gets video hosting. Because MXD is a video-based service, Netflix is a logical company to approach as a potential development partner. To open a channel that would allow Netflix to properly rival YouTube in terms of a selective, crowdsourced service could be a very enticing means for MXD to attract Netflix's attention.

Spotify

Spotify is the playlist king of the day. They understand daily needs and dips/variety in moods of their customers. MXD and Spotify would be a lethal combination as Spotify is already trying to tap into the fitness world with their workout playlists and pace-matching running playlists. MXD would bring a new dimension to the Spotify world.

XBOX / Microsoft

As cable is being replaced, game consoles are becoming all-in-one entertainment systems with apps of their own. The gaming world is massive, selling out stadiums for live game tournaments all around the world. XBOX and MXD together would extend the customer bases for both entities. XBOX's Kinect was an interesting venture into the fitness world, Microsoft has similar interests and values to MXD.

The Future

Potential Partnerships

Media Companies

Media companies have a unique approach to their brand identities. Because they are dedicated to writing and reporting specific content and topics, they still have to maintain their own identities as well. Having a MXD channel and/or a sponsored Creator team would give these brands a new life beyond the content posted within their own real estate.

VICE could explore how different people handle health and fitness in different countries, it could be as educational as it is motivational. BuzzFeed revels in bite-sized content, MXD is built on a lot of little pieces creating different mixes. BuzzFeed has already started creating throwback workouts, all they need now is the MXD platform.

Retailers

All retailers have a brand story. Some are led by fictional characters (i.e. Kate Spade) others sponsor specific people in their endeavors (i.e. VANS). Because the practice and behavior of sponsorship is embedded into the retailer world, extending their names into the MXD world isn't a difficult leap to visualize. Can you imagine, how the Kate Spade woman would keep her poise and her shape at the same time?

Product Brands

Brands that have a vested interest in health, either full companies (up to Unilever, even) or specific brands could sponsor a week of themed playlist workouts. Having a variety of product brands in succession could spice up the fitness world more than the next Pilates.

The Research

The Story

[1]"DailyBurn – Xbox |." We Are Ratio. N.p., n.d. Web. 13 Feb. 2016. <http://www.weareratio.com/work/examples/dailyburn-xbox/>.

[2]Sullivan, Mark. "Months after Their Acquisition by Under Armour, MyFitnessPal and Endomondo Apps Are Playing Nice together." VentureBeat. VentureBeat, 7 July 2015. Web. 18 Feb. 2016. <http://venturebeat.com/2015/07/07/months-after-acquisition-by-under-armour-myfitnesspal-and-endomondo-apps-are-talking-to-eachother/>.

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