

Step 1: Brainstorm Solutions (Diverge)

P0 Problem: Habit Builders struggle to stay consistent because workouts are presented as isolated classes rather than a guided weekly routine, forcing users to self-plan and leading to missed sessions, guilt, and early churn.

Solution	Short Description	Key Assumption	Category	Confidence
Weekly Guided Plan	Auto-generate a 3–4 session weekly plan aligned to user goal and availability	Users will follow structured plans if planning friction is removed	Core Habit Engine	High
“Today’s Workout” CTA(Call To Action)	Single prominent action button showing next planned workout	Reducing decision fatigue increases workout completion	Execution Simplifier	High
Pre-Built Beginner Templates	Offer ready-made weekly structures (Fat Loss Starter, Strength Starter, etc.)	Users prefer simple starting frameworks over customization	Onboarding Structure	Medium
Adaptive Re-Planning	Automatically reshuffle remaining week if session is missed	Flexibility reduces guilt-driven churn	Recovery System	High
Weekly Completion Score	Show % of planned workouts completed	Visible adherence increases motivation	Feedback Loop	Medium
Momentum Tracker (2-week score)	Rolling consistency score instead of streaks	Trend reinforcement improves behaviour	Behavioural Reinforcement	Medium
Smart Class Balancing	System ensures strength/cardio/recovery mix	Users don’t naturally balance routines	Plan Optimization	Medium
Gentle Restart Flow	Reset experience after 3+ days inactivity	Reducing guilt increases reactivation	Churn Prevention	High
Plan-Based Home Screen	Default to weekly plan instead of marketplace	Browsing causes friction	UX Re-architecture	Medium

Micro-Commitment Mode	Offer lighter weekly plan option	Users avoid heavy plans	Friction Reduction	Low–Medium
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Key Assumptions per Idea

1. Weekly Guided Plan

Idea: Auto-generate a structured weekly workout plan.

Key Assumption:

Users want structured guidance and will follow a predefined weekly plan instead of self-selecting classes.

If this assumption is false:

- Users will ignore the plan
- Continue browsing randomly
- Retention won't move

This is **biggest strategic assumption**.

2. Today's Workout CTA (Call to Action)

Idea: Single clear action button on home screen.

Key Assumption:

Decision fatigue is a major driver of skipped workouts, and reducing choice will increase attendance.

If false:

- Users skip for motivation reasons, not friction
 - Simplification won't change behavior
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3. Pre-Built Beginner Templates

Idea: Offer ready-made weekly fitness tracks.

Key Assumption:

Users prefer simple predefined structures over customizing their own routine.

If false:

- Templates feel restrictive
 - Users revert to browsing
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4. Adaptive Re-Planning

Idea: Automatically reshuffle week after missed session.

Key Assumption:

Users disengage because missing a session feels like failure, and flexible re-planning will reduce churn.

If false:

- Users skip due to external constraints (time, travel)
 - Emotional recovery doesn't affect retention
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5. Weekly Completion Score

Idea: Show % of planned workouts completed.

Key Assumption:

Visible adherence tracking increases motivation and commitment.

If false:

- Users don't care about completion %
 - Metrics alone don't change behaviour
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Step 2: Prioritize Smartly (From Possibility to Focus)

Assumptions for Scoring (Explicit)

We assume:

- Monthly active Habit Builders: 100 (normalized for scoring)
- Reach expressed as % of Habit Builders affected
- Impact scale:
 - 3 = Massive

- 2 = High
- 1 = Medium
- 0.5 = Low
- Confidence:
 - 0.9 = High
 - 0.7 = Medium
 - 0.5 = Low
- Effort:
 - 1 = Low
 - 2 = Medium
 - 3 = High
 - 4 = Very High

RICE Calculation Table:

Solution	Reach	Impact	Confidence	Effort	RICE Score
Weekly Guided Plan	90	3	0.9	3	81.0
Today's Workout CTA	85	2	0.9	1	153.0
Adaptive Re-Planning	60	2	0.9	2	54.0
Gentle Restart Flow	55	2	0.9	1	99.0
Weekly Completion Score	80	1	0.7	2	28.0
Momentum Tracker	70	1	0.7	2	24.5
Smart Class Balancing	65	1.5	0.7	3	22.75
Plan-Based Home Screen	85	2	0.7	3	39.7
Micro-Commitment Mode	50	1	0.6	2	15.0
Pre-Built Templates	75	1.5	0.7	2	39.3

Top 5 by RICE Score

1. **Today's Workout CTA** — 153.0
 2. **Gentle Restart Flow** — 99.0
 3. **Weekly Guided Plan** — 81.0
 4. Adaptive Re-Planning — 54.0
 5. Plan-Based Home Screen — 39.7
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Step 3: Wireframe Top Ideas

Wireframe 1 — Weekly Guided Plan Engine

Title

Solution 1: Auto-Generated Weekly Plan

User Context (Entry Point)

User:

- Just completed onboarding OR
- Returning Monday morning

Trigger:

User opens the app.

Screen 1 — Home (Plan-Based)

Header:

“Your Week: 14–20 Feb”

Body:

Mon – Strength (Booked 7 PM)

Wed – HRX Conditioning (Suggested 6:30 PM)

Fri – Yoga Recovery (Suggested 7 PM)

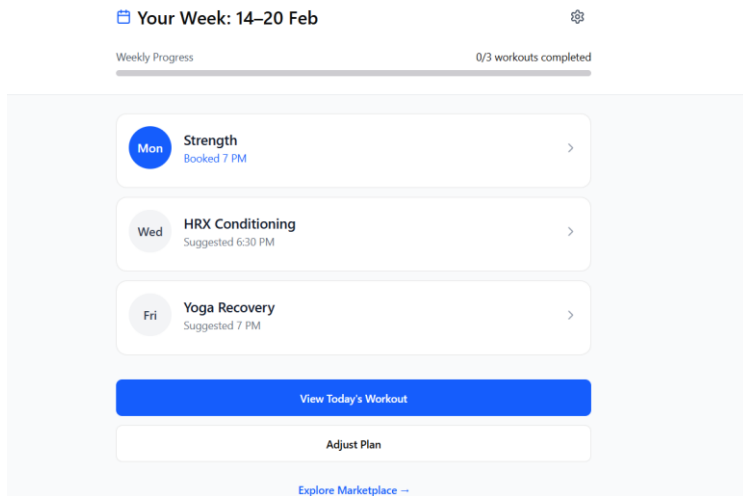
Completion bar:

0/3 workouts completed

Primary CTA:

“View Today's Workout”

Secondary: “Adjust Plan”



Annotation:

- Marketplace hidden behind “Explore”
 - Focus shifts from browsing → executing
 - Reduces planning friction
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Screen 2 — Plan Detail

User taps “Adjust Plan”

Options:

- Change day
- Swap workout type
- Reduce to 2 workouts
- Increase to 4 workouts

Toggle:

“Auto-adjust if I miss a session”

← Adjust Your Plan

Workouts Per Week

– 3 +

Preferred Workout Types

Strength Training

HRX Conditioning

Yoga Recovery

Cardio

HIIT

Preferred Days

Mon Tue Wed Thu Fri Sat Sun

Auto-adjust if I miss a session
Automatically reschedule missed workouts

Save Changes

Annotation:

- Personalization without complexity
- Keeps structure but allows flexibility
- Reduces drop-off from rigidity

Screen 3 — Booking Confirmation

After selecting suggested class:

“HRX Conditioning – Wed 6:30 PM”

Location: Indiranagar Center

Trainer: Rahul Mehta (example)

Button:

Confirm Booking

End State:

Plan + booking integrated.

Outcome:

User has structured week.

Wireframe 2 — Today's Workout CTA(Call To Action)

Title

Solution 2: One-Tap Execution

User Context

User opens app after work at 5:45 PM.

Screen 1 — Simplified Home

Large top card:

“Today: Strength – 7 PM”

Center: Koramangala

Spots left: 5

Primary Button:

“Book Now”

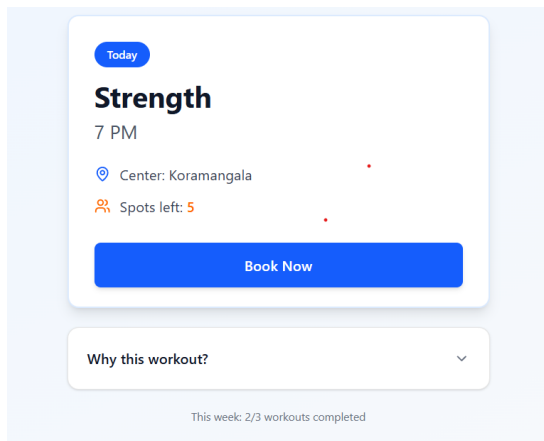
Below:

“Why this workout?”

- Part of your 3-day strength plan
- Builds upper body foundation

Annotation:

- No browsing needed
- Context provided for confidence
- Reduces cognitive load



Screen 2 — Confirmation

“Booked 🎉”

Next:

“Great! Completing this keeps you on track for your 3/3 weekly goal.”

End State:

User books in under 10 seconds.

Wireframe 3 — Gentle Restart Flow

Title

Solution 3: Guilt-Free Restart

User Context

User inactive for 5 days.

Missed 2 planned sessions.

Push notification:

“Life gets busy. Ready to restart?”

User opens app.

Screen 1 — Restart Screen

Header:

“You’re not behind.”

Subtext:

“You completed 2 workouts last week. Let’s build from there.”

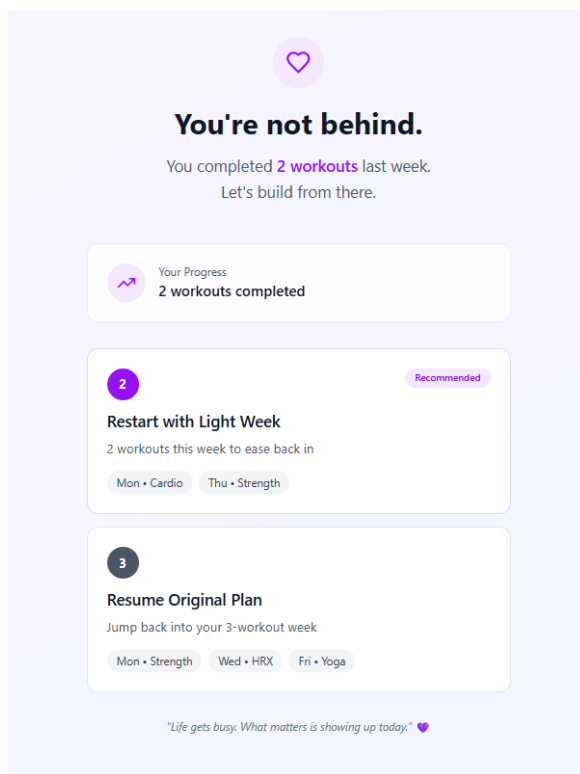
Options:

“Restart with Light Week (2 workouts)”

“Resume Original Plan”

Annotation:

- Normalizes break
- Removes guilt language
- Encourages re-entry



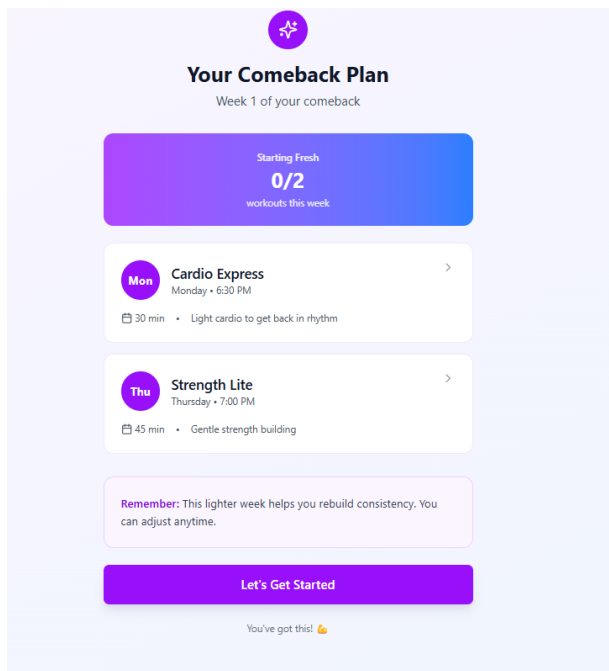
Screen 2 — Adjusted Plan

Mon – Cardio Express

Thu – Strength Lite

Progress reset:

“Week 1 of your comeback.”



End State:

User feels supported, not punished.

How These 3 Work Together

Solution	Role
Weekly Plan-----	Creates structure
Today's Workout-----	Removes friction
Restart Flow-----	Prevents churn after disruption

This creates:

Plan → Execute → Recover → Repeat

Closed habit loop.

STEP 4: Define Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	4-Week Retention Rate (Habit Builders)	% of new Habit Builder members still active (≥ 1 workout/week) in week 4	Directly tied to business goal. If guided plans work, retention must improve.
Secondary Metric	Weekly Plan Adherence Rate	% of planned weekly workouts completed (e.g., 3/4 sessions completed)	Measures whether users are actually following the guided structure. Validates core assumption.
Secondary Metric	Average Weekly Workouts per Active User	Average number of workouts completed per active Habit Builder per week	Higher consistency precedes retention. Leading indicator of habit formation.
Guardrail Metric	Booking Conversion Rate	% of users who book after opening app	Ensures simplified plan view does not reduce overall bookings due to over-structuring.

STEP 5: Identify Pitfalls & Mitigations

Core Assumptions for the P0 Solution

From Phase 3, the most critical assumptions are:

1. Users will actually follow structured weekly plans.
2. Reducing decision friction increases workout attendance.
3. Recovery flows will reduce guilt-driven churn.
4. Users will not feel constrained by plan-based UI.

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation (Practical)
Users will follow a structured weekly plan instead of browsing classes	Users ignore the plan and continue selecting classes randomly	High	Medium	Default home to “Today’s Workout”; send weekly plan summary via push/email; A/B test default plan-first vs marketplace-first home
Reducing decision friction increases attendance	Users skip workouts due to motivation/time constraints, not choice overload	High	Medium	Add quick “Why this workout?” context; test 1-tap booking vs standard flow; monitor drop-off after app open
Recovery flow reduces churn after missed sessions	Inactive users have already disengaged emotionally and do not reopen app	High	Medium	Trigger soft push (“Life gets busy. Ready to restart?”); test restart flow only for users inactive 3–7 days; offer lighter 2-workout comeback week
Plan-based UI won’t reduce perceived freedom	Users feel restricted and resent reduced browsing options	Medium	Low–Medium	Keep “Explore All Classes” visible; allow easy plan edits; run usability testing before full rollout

Detection Signals to Monitor During Pilot

Now we choose **one primary signal per assumption** to detect failure early.

Assumption	Detection Signal
Users will follow structured plan	% of users booking directly from “Today’s Workout” vs browsing
Reducing friction increases attendance	Workout completion rate within 24h of app open
Recovery flow reduces churn	% of inactive users (3+ days) who complete workout within 7 days of restart prompt

