



#### **DISCOVER** | Fitness

#### Exercise and fitness is the first choice to improve health

Young Adults	Overtime Working	Childbearing	Elderly
Exercise or fitness 60.2%	Exercise or fitness 59.0%	Exercise or fitness 47.9%	Exercise or fitness 50.4%
Adjust living habits 59.1%	Adjust living habits 49.7%	Adjust living habits 47.9%	Adjust living habits 45.5%
Regulate sleep time 51.6%	Regulate sleep time 46.0%	Regulate sleep time 46.1%	Adjust diet / 40.7% nutritious meal
Adjust diet / nutritious 38.7% meal	Adjust diet / 39.1% nutritious meal	Adjust diet / nutritious 41.8% meal	Regulate sleep time 35.0%
Buy health products 21.5%	Buy health products 31.7%	Pay attention to health 30.3% knowledge information	Regular physical 33.3% examination

样本: "青少年"人群 n=165, "高压" 人群n=165, "育龄"人群 n=165, "55+"人群n=165, 于2021年8月通过iUserSurvey调研获得。 注释: 本次"青少年组"重点调研18~24岁群体。

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# Pain point



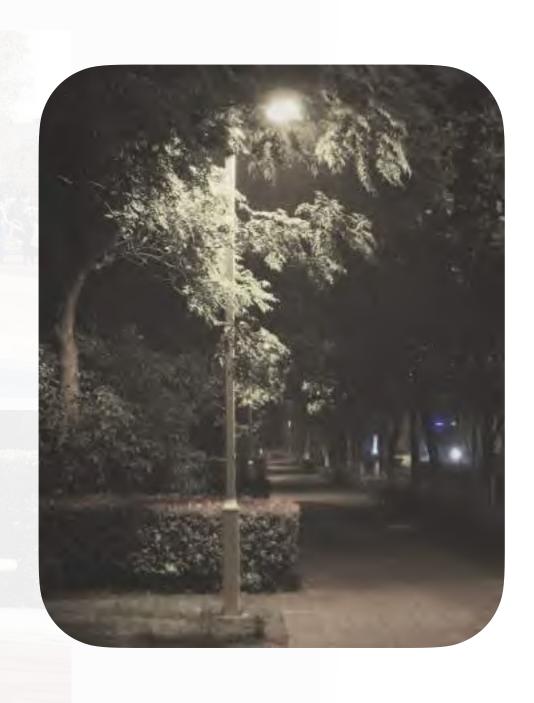
**Easy to rust** 



DilapidaSingle shape



Lack of fun



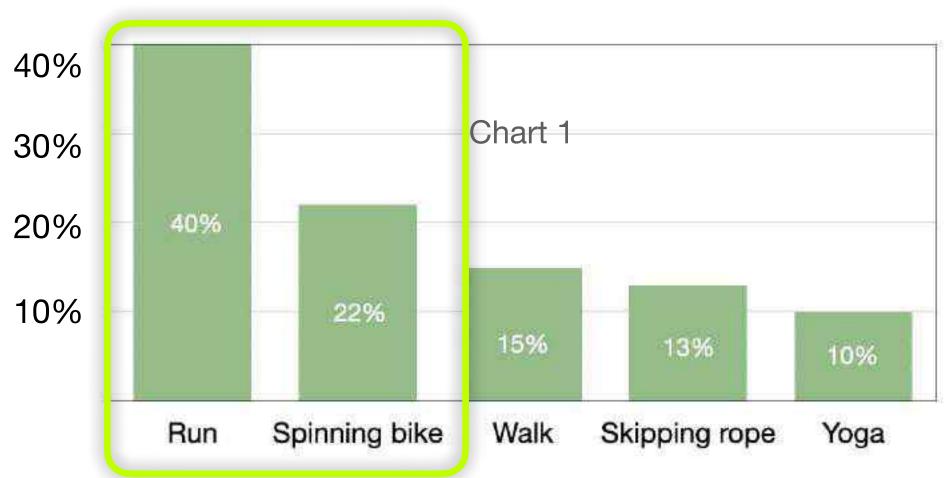
Insufficient lighting at night

Single function



#### **DISCOVER** | Data research

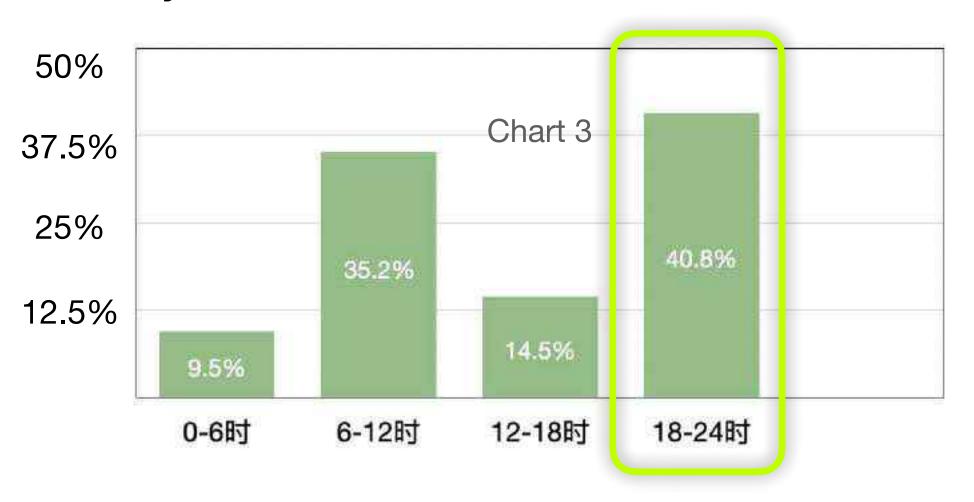
The most popular way of fitness



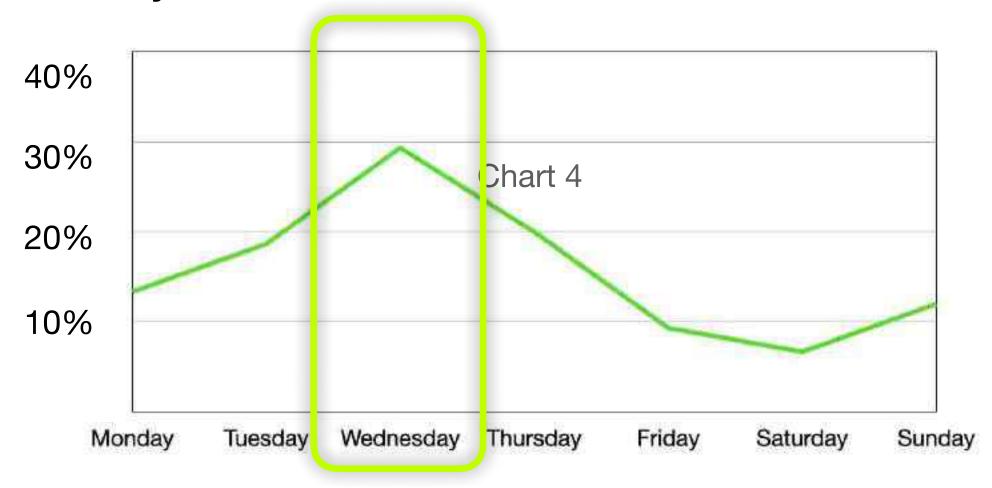
The most popular fitness equipment distribution places



#### Weekly distribution of exercise and fitness time of residents



#### Weekly distribution of exercise and fitness time of residents





#### **DISCOVER** | Field investigation



Ms.lin teacher 60

Insufficient safety and practicability

Not intelligent, unable to automate

Insufficient lighting at night



Ms. zhao clerk 30

No space for personal belongings

Not suitable for young age group

The cushion is too hard

Boring



Mr.wang student 22

Weak material and environmental protection

Can not fitness with friends

Too single function



# Target User

Adults who...







love fitness release pressure sub-health status



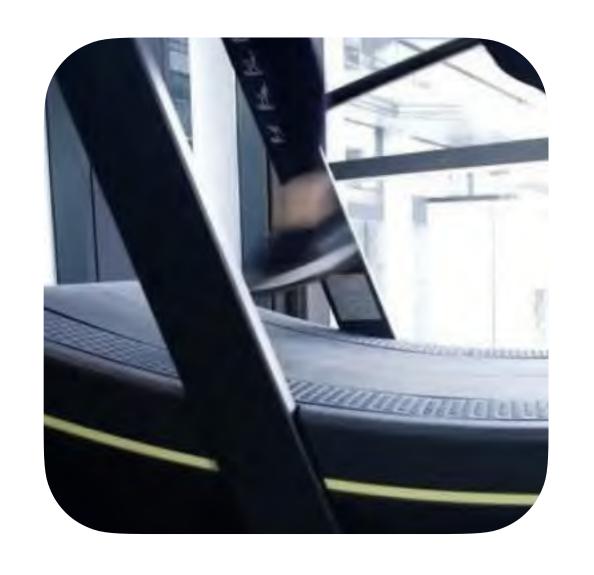
#### **DISCOVER** | Conception direction

# DIRECTION

# PUBLIC & SMART & FITNESS & POWER HUB









#### **PUBLIC**

Open

Free

#### **SMART**

Movement record
Energy data

#### **FITNESS**

Fitness cycling

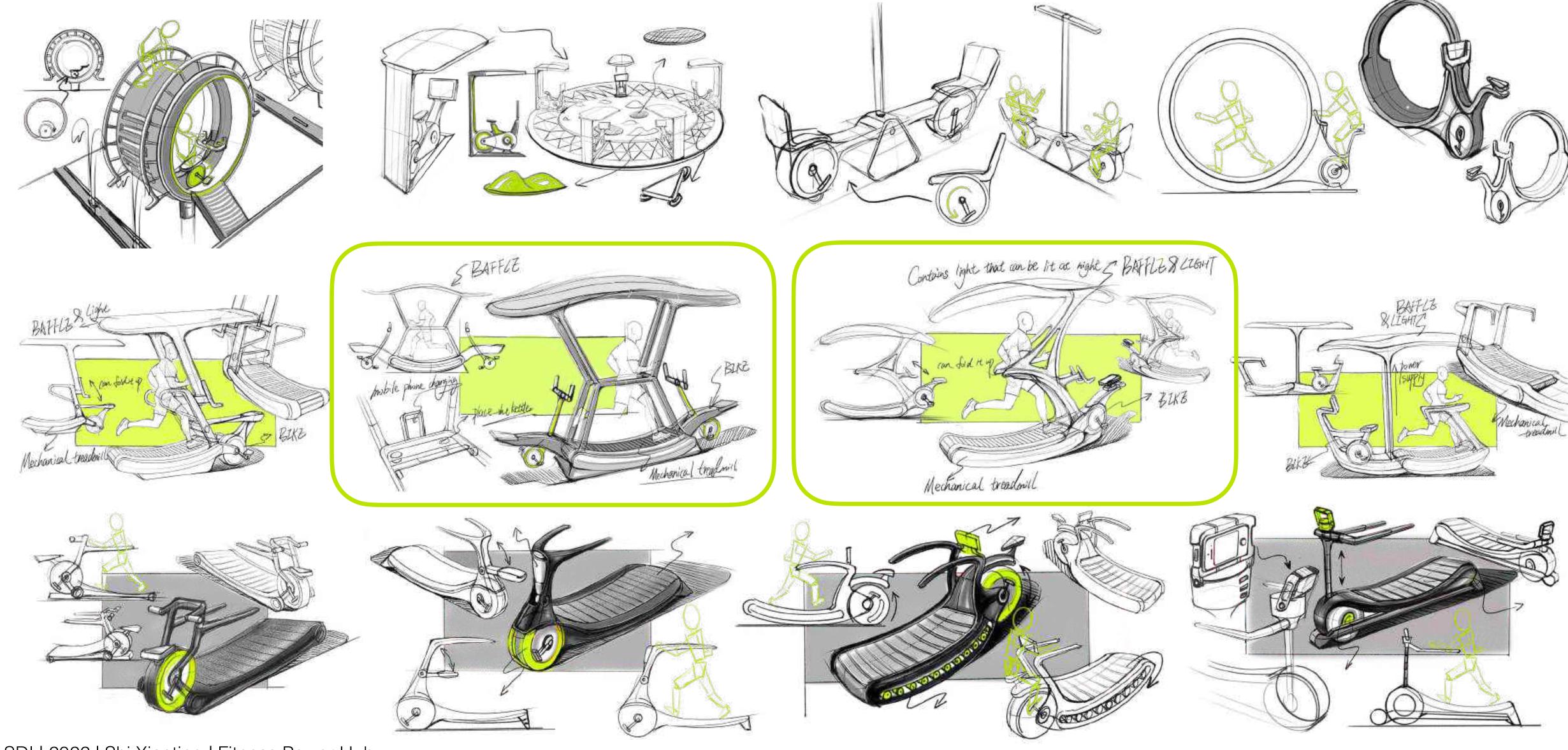
Mechanical treadmill

#### **POWER HUB**

Walking / running power generation

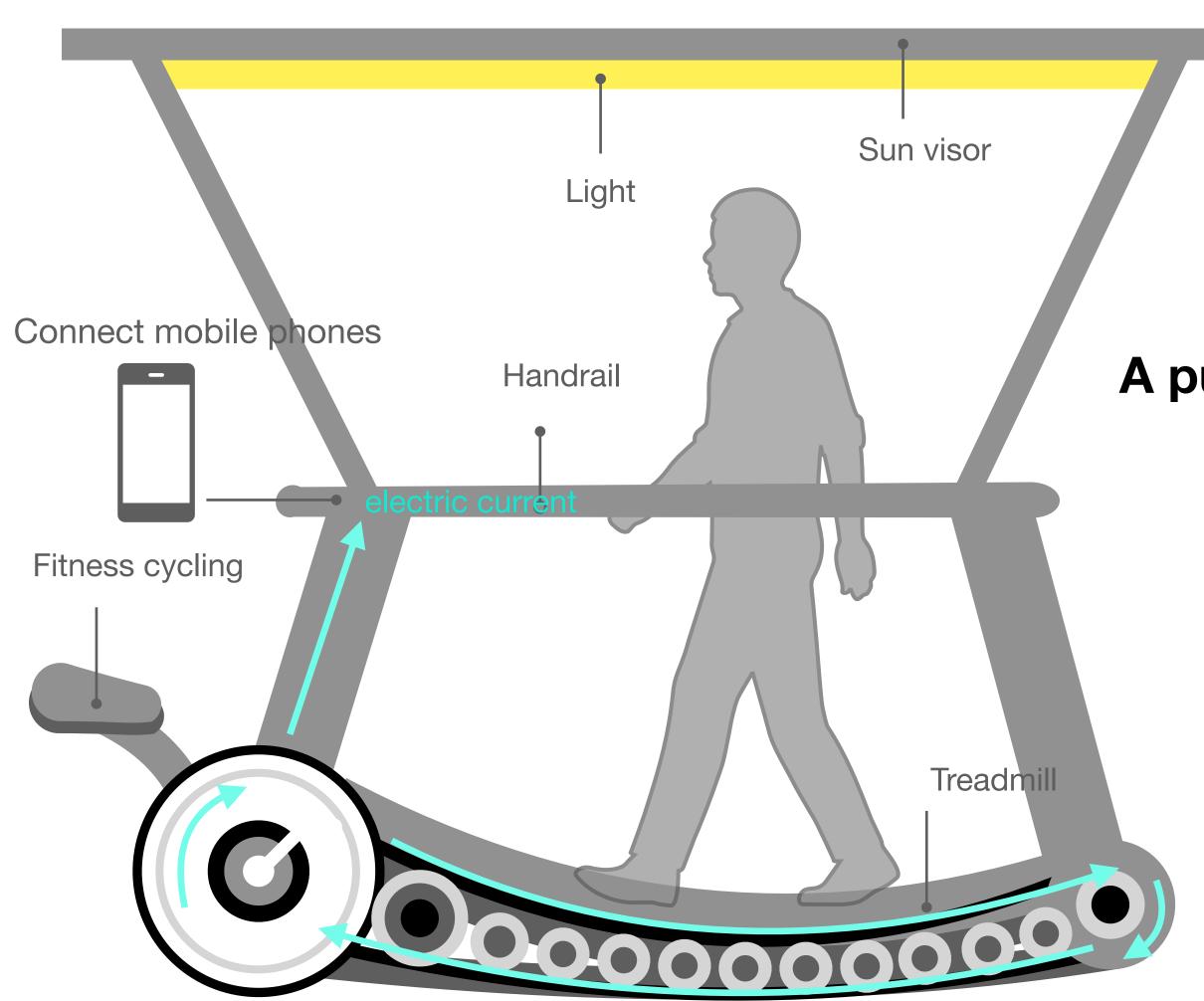
Motion power generation

#### **DESIGN** | Sketch



#### **DESIGN** | Direction

# Direction



A public fitness facility that can generate electricity

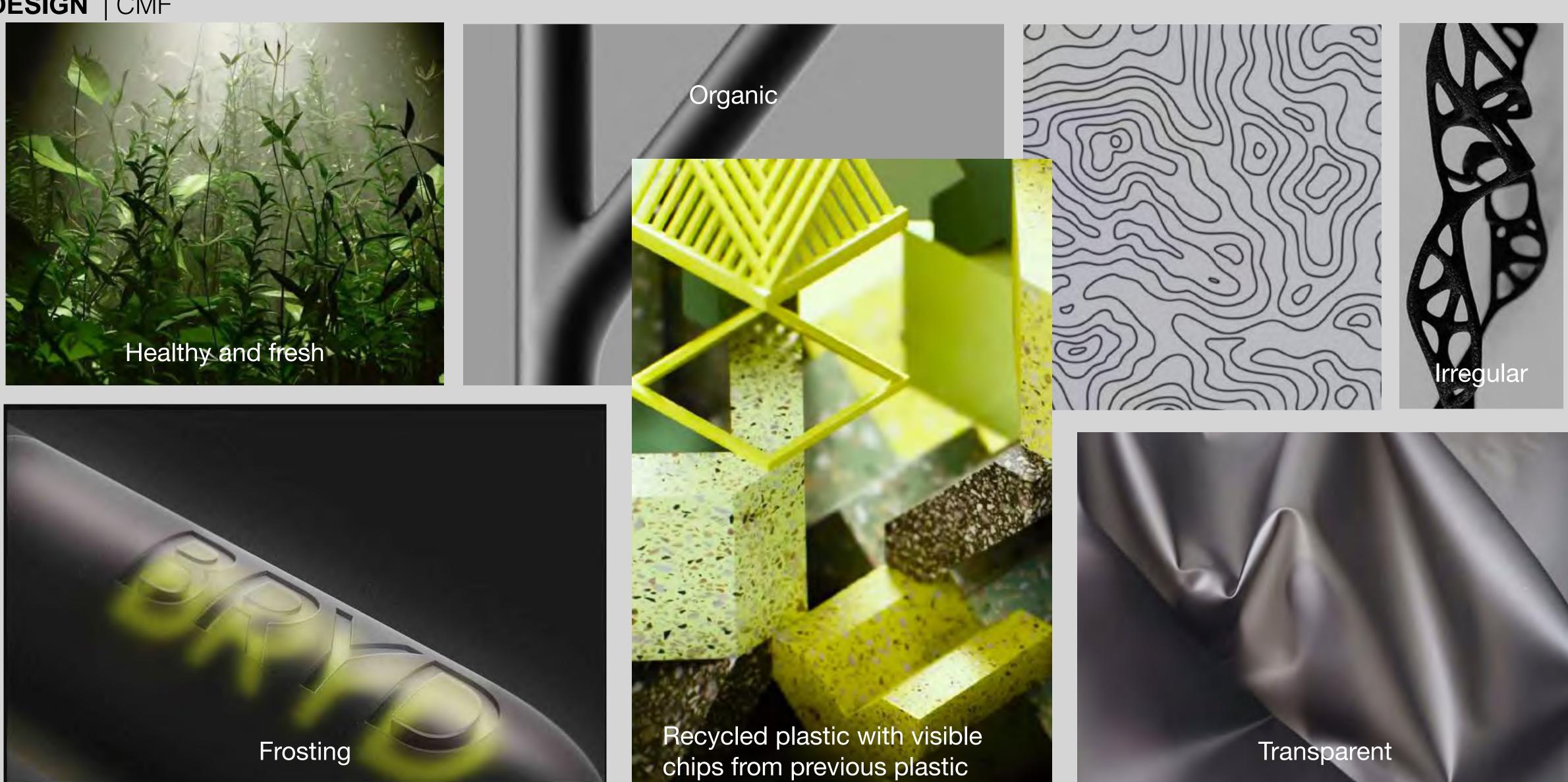
Two power supply devices:

one mechanical treadmill + one fitness cycling

# **DESIGN** | Development **V7 V**3 **V1 V**5 **V**4 **V6 V**8 **V2**

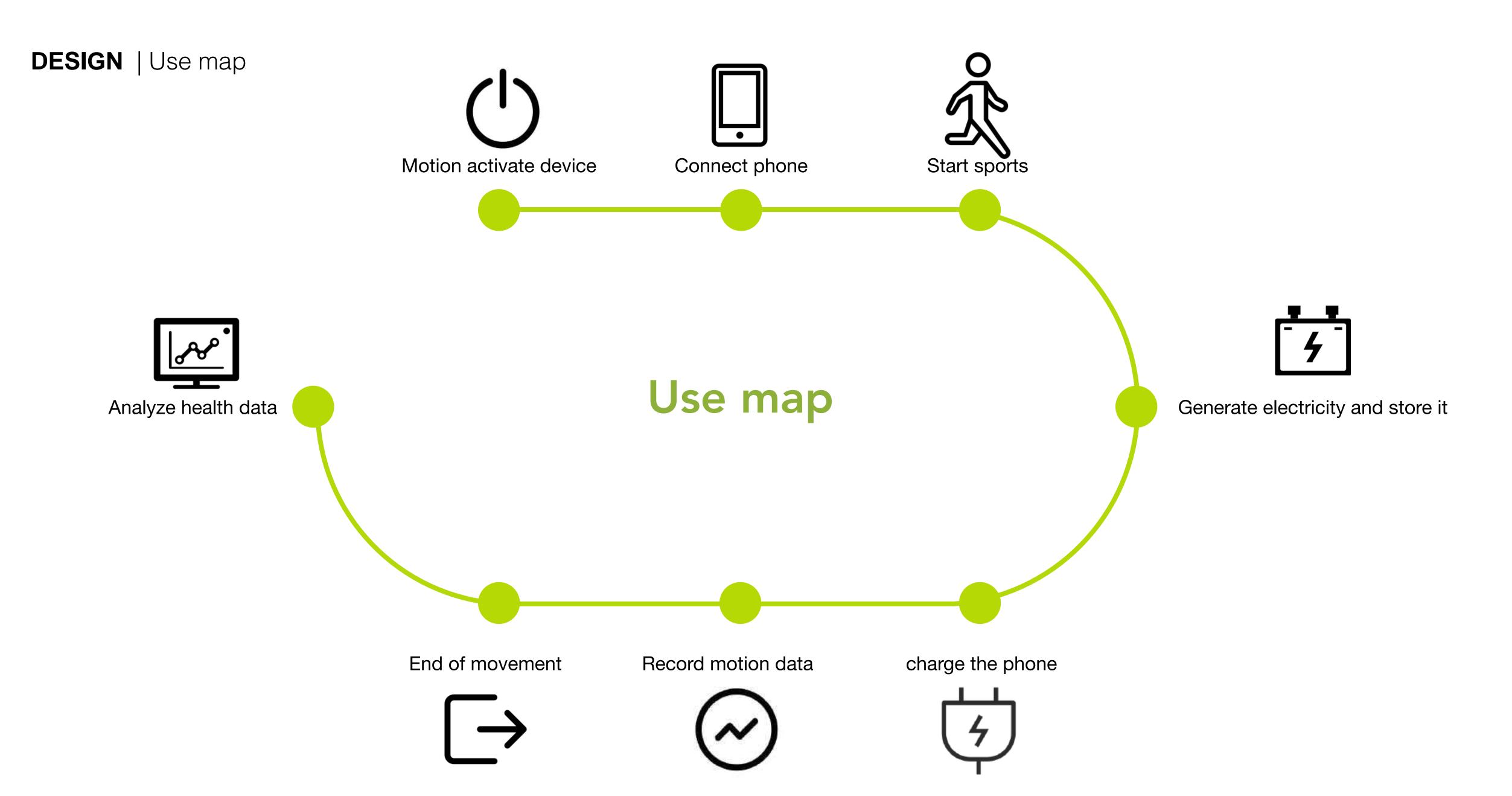


#### DESIGN | CMF

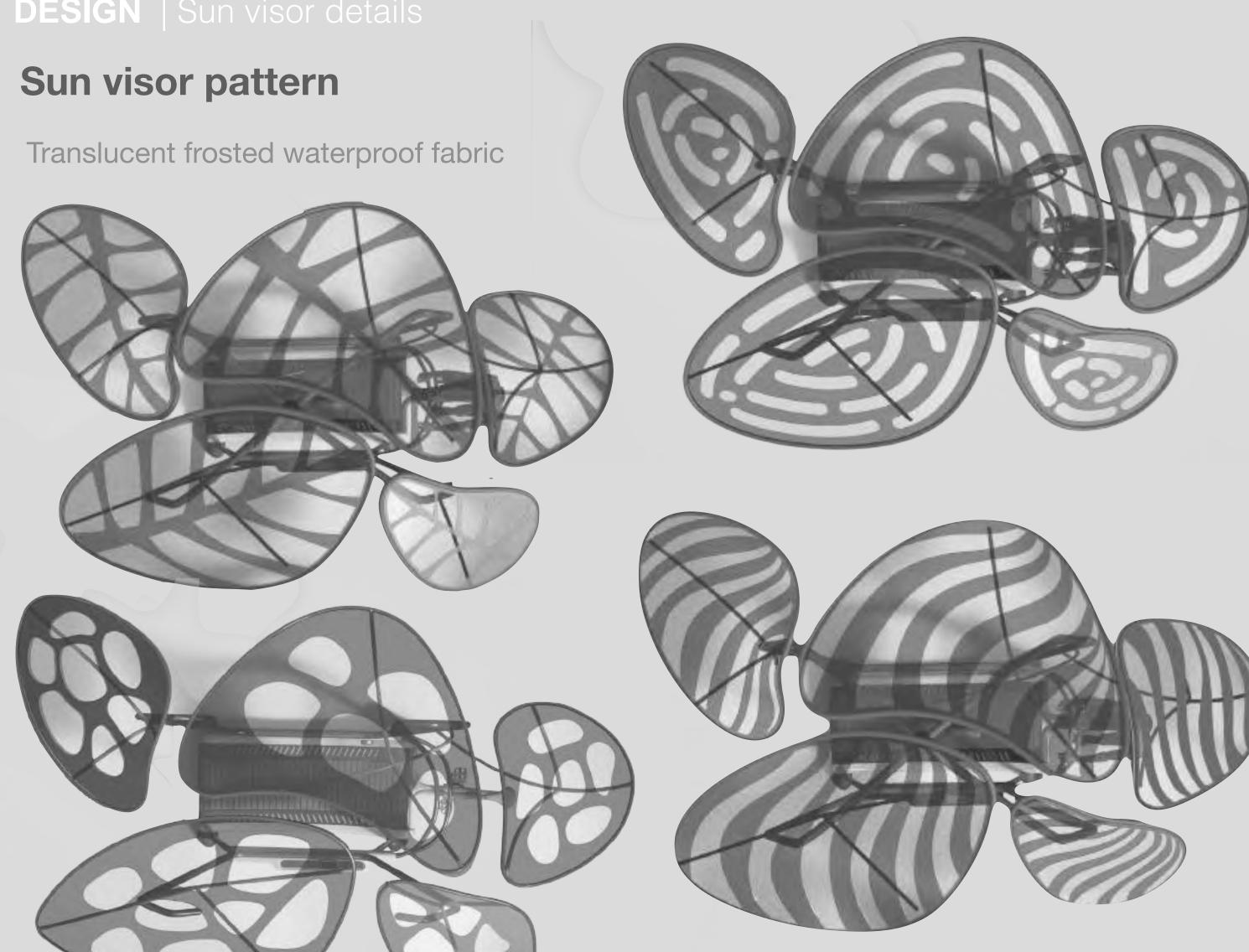


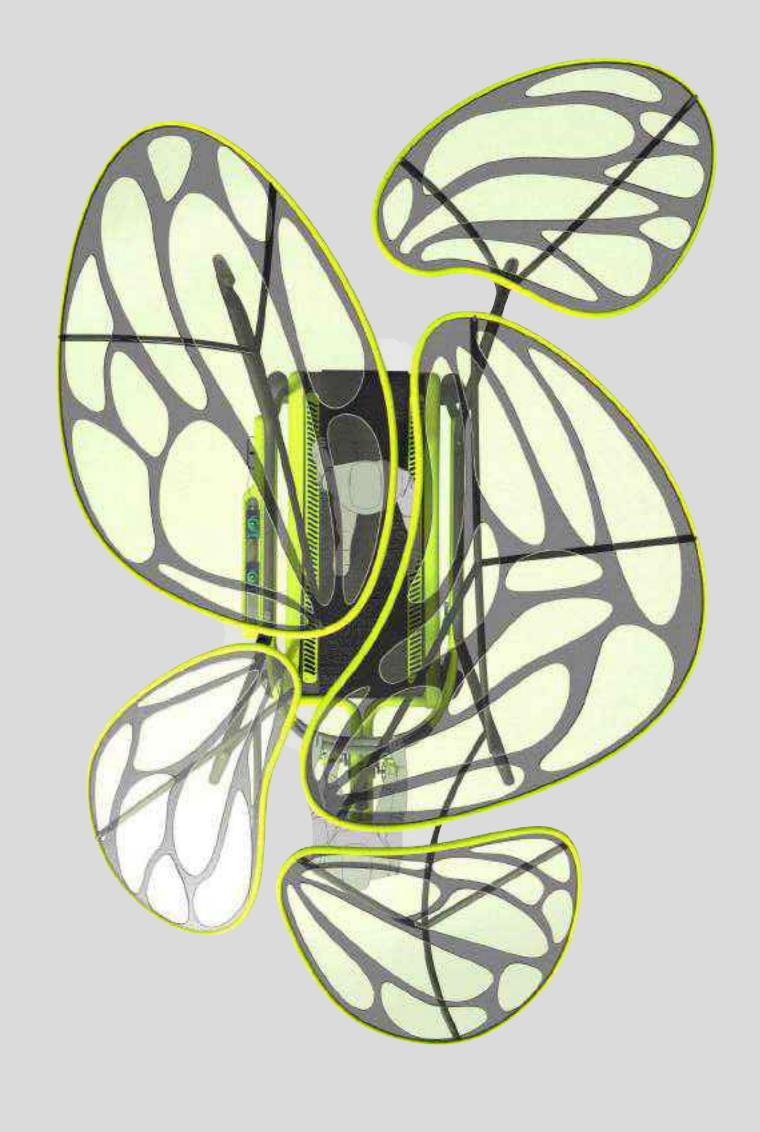


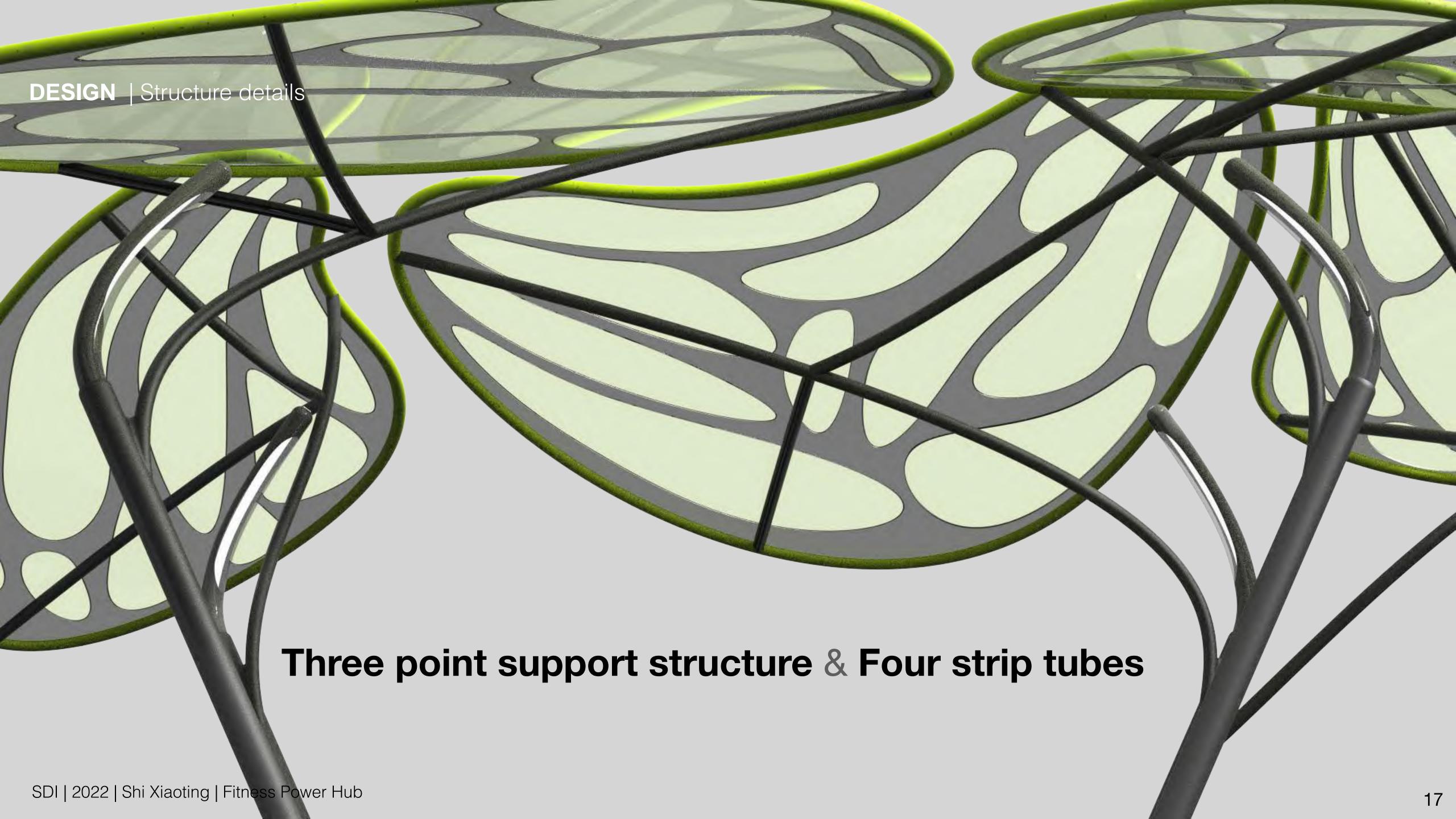




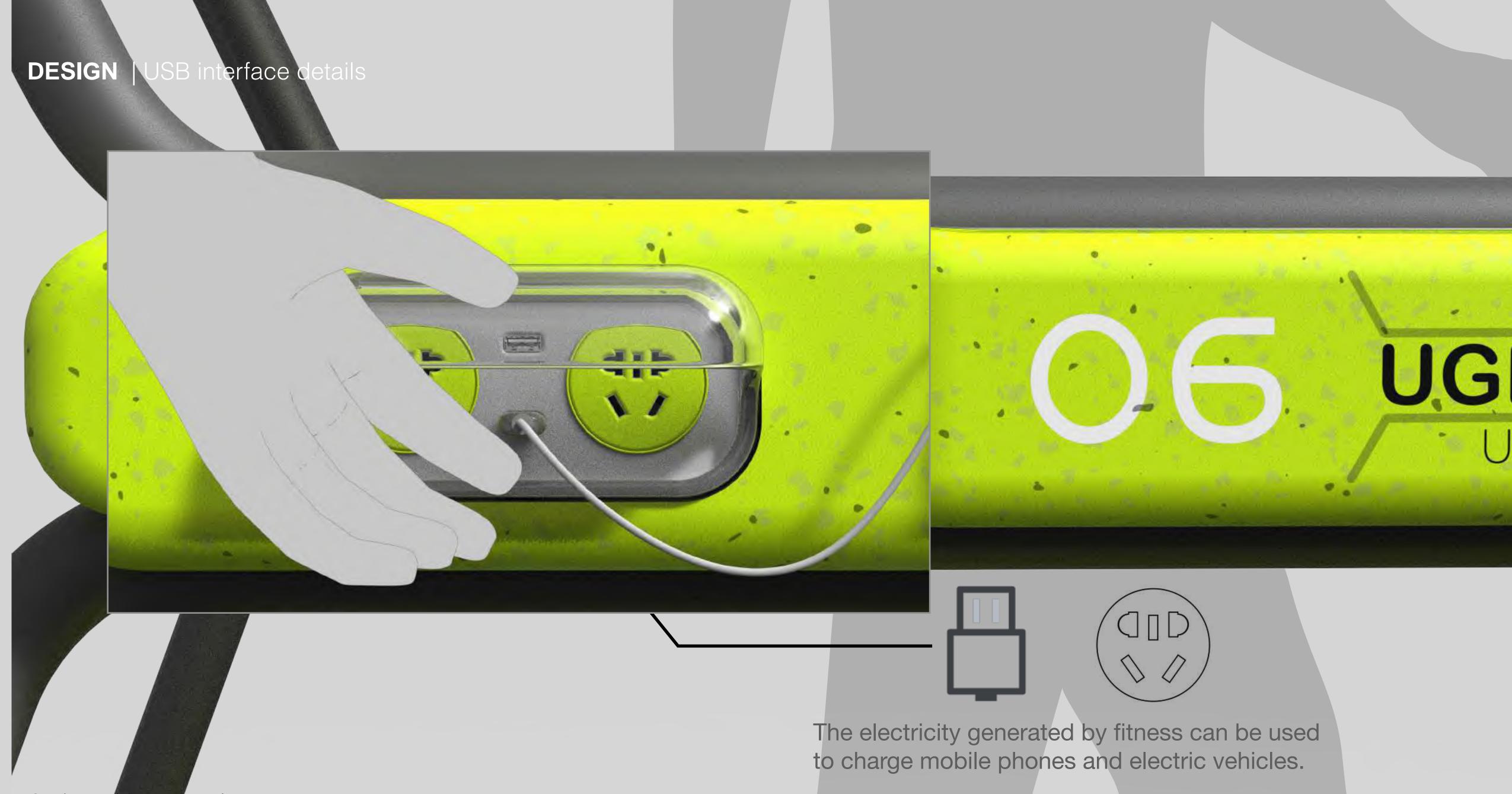
#### **DESIGN** | Sun visor details

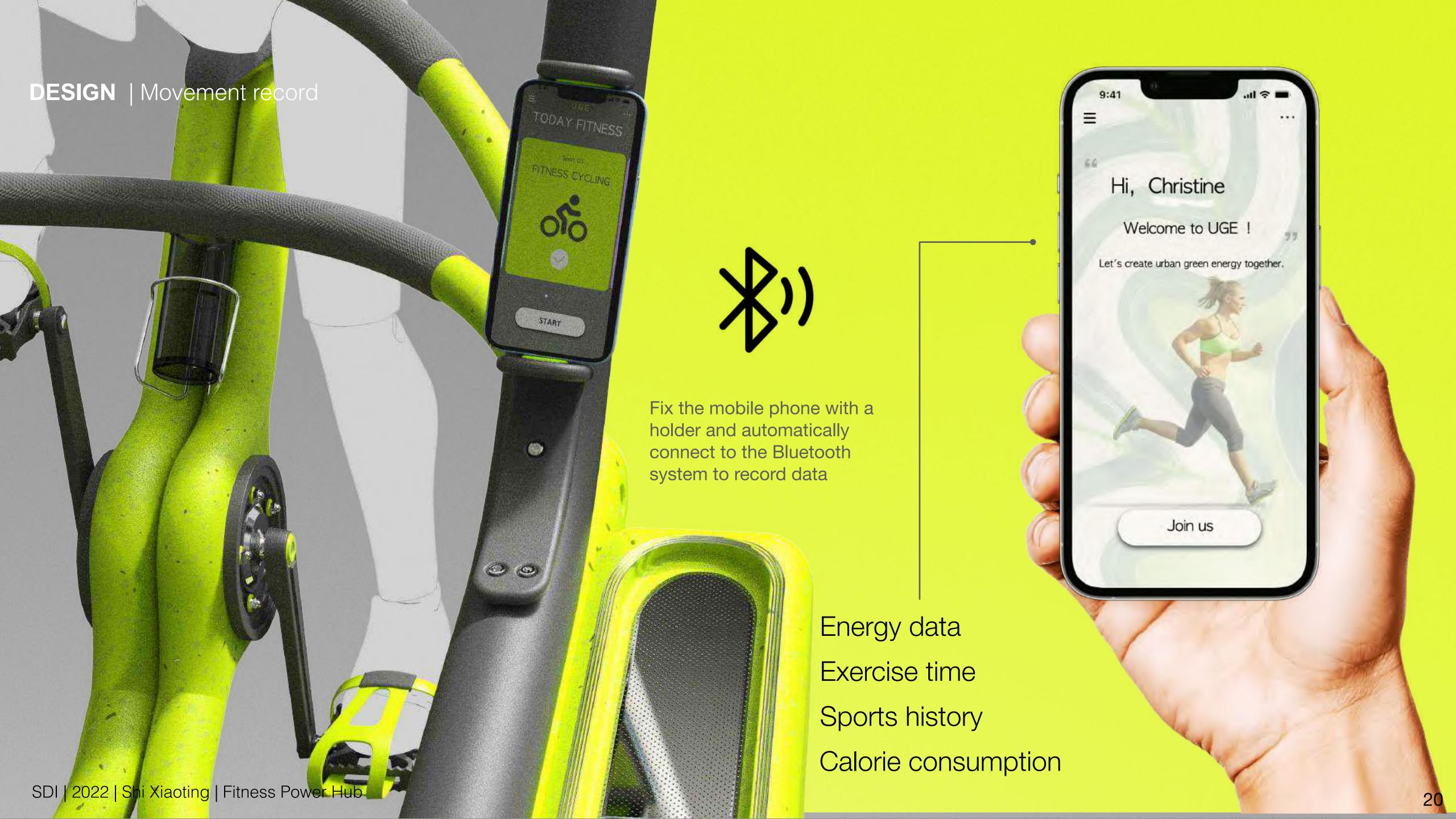








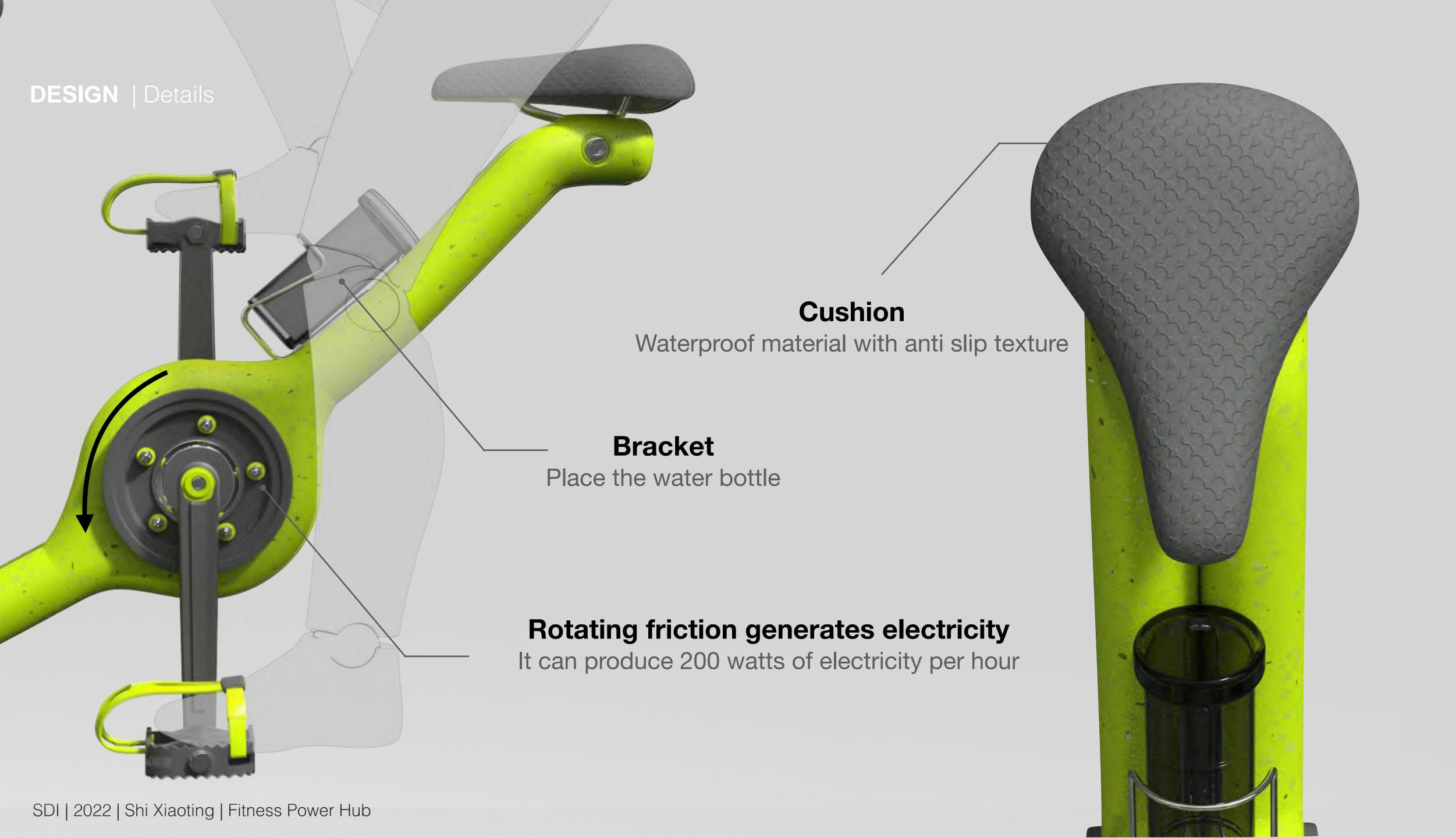




















# (C) (E) UGE Linkan Green Energy riving

