

## Evidence

Competitors like STRETCHIT, WeStretch, Pliability, and Stanford's Contemplative Programs provide various, structured stretching routines, demonstrating that stretching education is key. However, *Knowledge and Practice of Stretching by University Students* reveals that many people, even fitness students, don't know how to stretch properly.

## Key Insight

This knowledge gap can lead to ineffective stretching, preventing users from seeing results and ultimately causing them to lose motivation. This may explain why users struggle to maintain a stretching habit despite the access to stretching our competitors provide.

## How This Influences Our Ideation Phase

First and foremost, it is clear that we should not reinvent the wheel when it comes to providing extensive stretching routines. Nevertheless, we will go one step further than our competitors by addressing the remaining knowledge gap. We will integrate education on stretching safety and step-by-step explanations or interactive demonstrations/visualizations that help users understand not just *what* to do, but *how* to do it correctly. We can also offer clear, real-time guidance on proper form and technique, ensuring users gain confidence in their stretching practices. This will improve their results and help sustain their motivation.

## Evidence

*StretchArms: Promoting Stretching Exercise with a Smartwatch* revealed that reminders and real-time feedback improved stretching adherence; however, users wanted more control over reminder intervals and they preferred prompts based on inactivity rather than fixed times. *Evaluating the Impact of Individuals' Morningness-Eveningness on the Effectiveness of a Habit-Formation Intervention for a Simple and a Complex Behavior* revealed that people are more likely to stick to a habit if it aligns with their natural rhythms. Competitors like BeReal also lack flexibility, which is inconvenient for users who are busy or in uninteresting situations.

## Key Insight

Personalization and flexibility is key. Users' context should be taken into account so that solutions adapt to them. Further, users need control via customization so that stretching seamlessly integrates into their existing routines and becomes a sustainable habit.

## How This Influences Our Ideation Phase

Instead of solely relying on generic notifications, our solution will leverage contextual triggers, such as identifying long periods of inactivity and prompting users to stretch. For example, we could detect users' actual physical activity indicating their lack thereof, or we could track users' screen time to detect long periods of device usage, which likely indicates physical inactivity. Once these periods reach a defined threshold (we can set a recommended default but also allow users to define this themselves), we will prompt them to stretch. We could also track when

users successfully stretch in comparison to when they do not in order to focus prompts when they are most successful. We could also integrate with their calendars and even their friends' calendars, identifying the best windows to send stretching prompts individually or together.

## **Evidence**

*Effects of Habit Formation Interventions on Physical Activity Habit Strength: Meta-Analysis and Meta-Regression* revealed that habit-formation programs that use planning help people build exercise habits. Yet, competitors like STRETCHIT, WeStretch, and Pliability primarily serve users who already consistently stretch.

## **Key Insight**

Users that desire to stretch yet need more motivation are overlooked in existing solutions. They need habit-building support in order to effectively integrate stretching into their routines.

## **How This Influences Our Ideation Phase**

Instead of assuming users are already motivated, we will incorporate planning, tracking, and rewards to help them develop a consistent stretching habit. For example, we could create guided stretching plans over a period of time so that users have a goal to aspire to. We could include progress bars and reward them for hitting certain milestones, positively reinforcing their behavior. We can also help them track their stretching, visualizing the tracking data to further motivate their behavior.