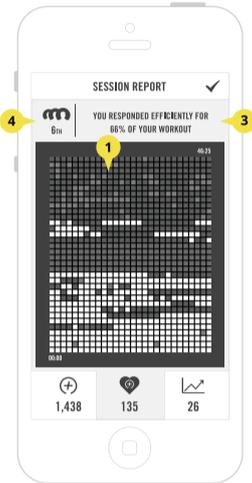
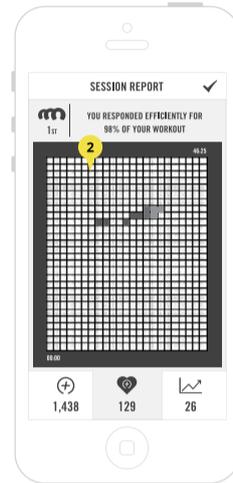
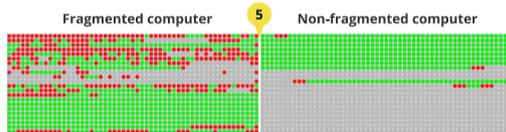


BODY'S RESPONSE + INSIGHTS CONCEPT 1

This concept follows the Windows Defragment metaphor to describe the "health" or performance of a workout. The science behind is kept invisible from the user, who can only understand if his workout was good or not, depending on the noise in the grid - the less noise it has, the better the performance.

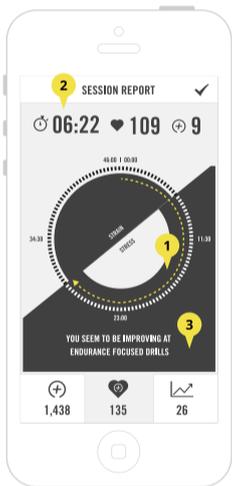


- 1. Fragmented workout:** Each HR measurement is represented with a block on the grid, starting from the bottom left. As this measurement is close to the ideal HR for that moment, it becomes brighter.
- 2. Non-fragmented workout:** This is an example of a good workout. The user can notice a more solid grid with bright colours and a small amount of noise.
- 3. Performance:** This message tells the user about how good his performance was.
- 4. Crew comparison:** The user can see what position he reached within his crew with his workout performance. He can also tap on the profile icons and view a detailed comparison.
- 5. Windows Defragment examples:** Reference to the Windows Defragment screens (bad and good example)

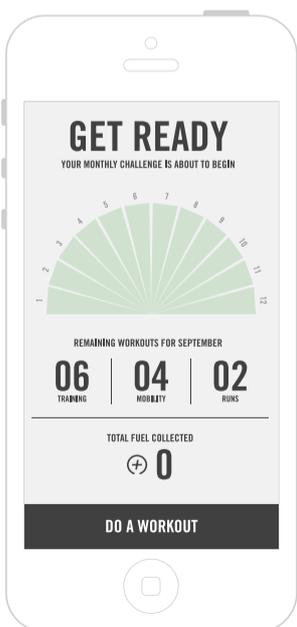
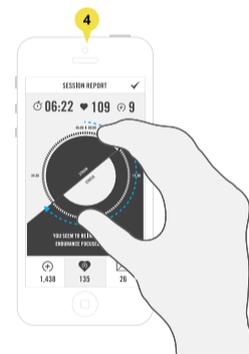


BODY'S RESPONSE + INSIGHTS CONCEPT 2

This concept uses an interactive dial mechanism to show the user how his body reacted at each moment of his workout. It's based on the assumption that on an ideal workout, Stress should be equal with Strain at any moment (this could also be something like Load vs Effort). This is represented by the black (Strain) half circle and the white (Stress) half circle which are competing in size as the user rotates the dial.

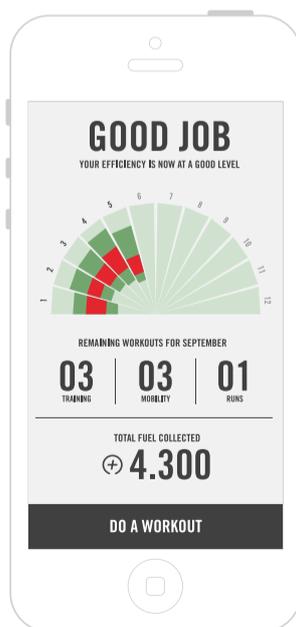


- 1. Dial:** Rotating clockwise the user can compare the sizes of the black and white half circles to see where he struggled - ideally they should be equal.
- 2. Moment data:** As he rotates, he can see the present time in the workout, his Heart Rate and Fuel Rate at the moment.
- 3. Insight:** An overall insight of his performance is displayed at the bottom of the screen.
- 4. Rotating mechanism:** This illustration describes how the user interacts with the dial.
- 5. Dial:** Another moment of a workout, where the Stress vs Strain difference is wider.
- 6. Insight:** Insights can also be related with the Crew. For example, comparing current workout data with someone else's.



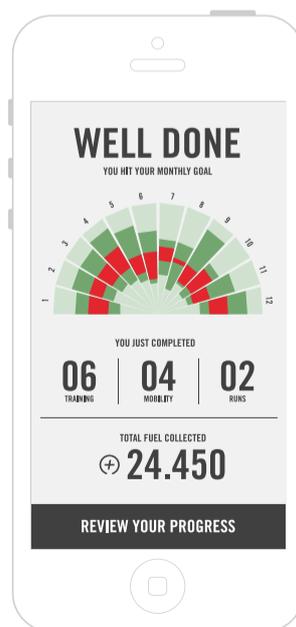
BEGINNING OF THE MONTH

THE USER HAS COMMITTED TO A 12 WORKOUTS TARGET TO HIS FOR THIS MONTH. HE IS SUGGESTED TO SPLIT IT INTO 6 TRAINING, 4 MOBILITY AND 2 RUNS.



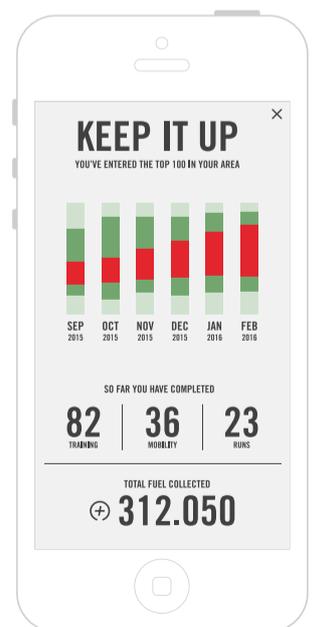
MIDDLE OF THE MONTH

A FEW DAYS LATER, THE USER IS REVIEWING HIS PROGRESS AS HE JUST COMPLETED HIS 5TH WORKOUT. THE DARK GREEN AREA INDICATES THE RANGE OF INTENSITY THAT THE WHOLE COMMUNITY FLUCTUATED WITHIN, WHILE THE RED IS THE RANGE OF INTENSITY FOR THE CURRENT USER.



END OF THE MONTH

AT THE END OF THE MONTH THE USER CAN SEE ALL OF HIS 12 WORKOUTS COMPLETED. HE IS PROMPTED TO VIEW A REPORT OF HIS OVERALL PROGRESS.



PROGRESS REVIEW

THE USER CAN SEE AN AVERAGE OF EACH MONTH SIDE BY SIDE AND UNDERSTAND HIS PROGRESS SINCE HE STARTED TRAINING WITH THE APP.