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# Creative Brief

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## Project Details

**Date:** January 24, 2020

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**Project name:** Chloe Ting Workout Programs Mobile App

**Design Lead:** Hailey Tremaine

**Product Manager:** Hailey Tremaine

**Business Lead:** Hailey Tremaine

**Product Release:** (04/20/20)

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## Project Concept

*The Chloe Ting Workout Programs mobile app is a platform for bringing her two platforms together for a better user experience (YouTube and online blog). She provides free workout programs for people of all levels of athletic performance.*

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## Business Objectives

- *Build awareness of Chloe Ting's free workout programs*
  - *Provide users with simpler user experience*
  - *Generate more add revenue for Chloe Ting*
  - *Cohesive design/brand*
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## User Value Proposition / Benefits

- *Provide exclusive mobile app content*
  - *Display all content clearly and in one place*
  - *Allows users mobile option → accessible in more places*
  - *Provide free workout programs for every level*
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## UI Considerations

- *Simple and elegant*
- *Either one solid color or bold gradient*
- *Interface that distinguishes between programs, meal plans, and community*
- *Embedded YouTube Videos*

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## Audience

### **Primary:**

- *People watching and participating in her workout videos on YouTube*
- *People who frequent her blog*
- *Based on her videos, people who use her workouts are generally women **between the ages of 18-34***

### **Secondary**

- *People who watch content online related to Chloe Ting (reaction videos)*

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## Assumptions and Research

- *Lists of Chloe Ting's workout programs*
- *Lists of Chloe Ting's meal plans*
- *General branding*

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## Competitive Landscape

### **Couch to 5K**

- *Offering short term guided running exercises to ensure your ability to run a 5K by the end of the program*
- *Personalized experience*
- *Add music to your workout*

### **MyFitnessPal**

- *Track calories and set a limit for weight loss/weight gain*
- *In-depth look into foods and how much calories you're eating*

### **Noom**

- *Psychological lessons about your relationship with food and tracking what you eat.*
- *Personal 24/7 counselor to keep you motivated*
- *Community of people using the program to be supportive*
- *Simple interface*