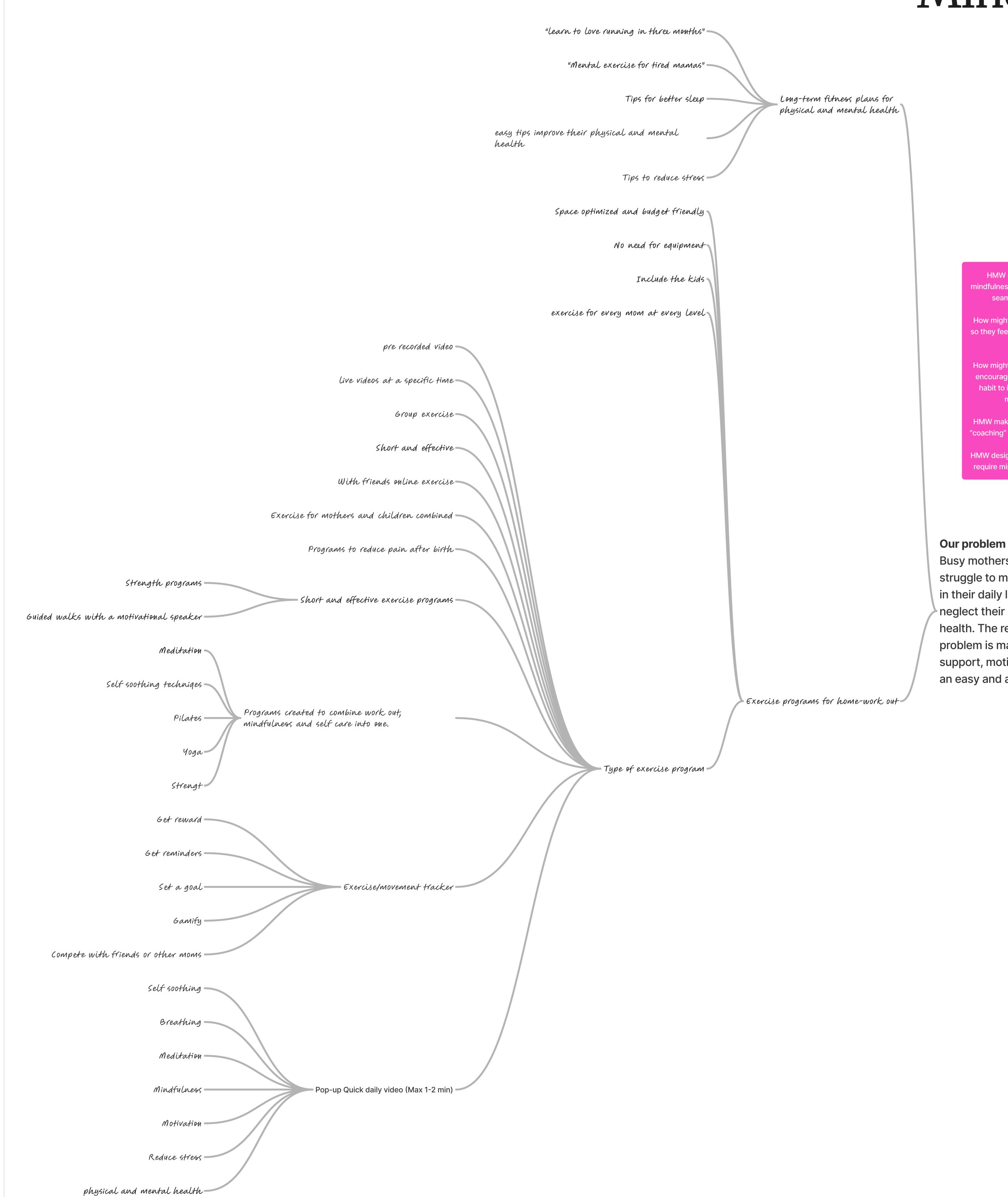
Mind Map



HMW combine work out,
mindfulness and self care into one
seamless experience?

How might we support our users
so they feel safe and taken care of
in our app?

How might we help mothers stay
encouraged and make fitness a
habit to improve physical and
mental health?

HMW make exercises and health
"coaching" fit into a tight schedule?

HMW design fitness solutions that
require minimal setup and effort?

Our problem statement:

Busy mothers of young children struggle to make time for exercise in their daily lives and therefore neglect their physical and mental health. The reason for this problem is mainly a lack of time, support, motivation, and missing an easy and accessible solution.

