



# Hero's Journey

## Fitness for Champions

Design Challenge Submission

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Hero's Journey is a themed gym that builds community and motivation through storytelling. With a business model that combines the popularity of gamified health apps with environmental storytelling and community building, Hero's Journey aims to revolutionize the way we experience and enjoy exercise.

Each Hero's Journey location contains an assortment of themed rooms which combine functional fitness equipment with beautifully designed interiors. Maybe you'll go for a run through the Hero's Village, loot (heavy!) treasure from the Dragon's Den, or train balance and agility navigating through the Hidden Dungeon. Want to hit your friends (and family and coworkers) with padded swords? Try the Battleground! What if you're looking for a rock climbing section or to take fitness classes? The Wizard's Tower and Training Ground have you covered! After all of that working out, the Apothecary provides the perfect place to relax, buy merch, and enjoy a post-workout snack.

Of course, no Hero's Journey is complete without a story. The paired Hero's Journey app contains interactive stories, where completing workouts progresses the storyline. You're no longer running on a treadmill or lifting weights, you're chasing down bandits or uncovering hidden treasure. Collaborative quests also provide a great way to meet and initiate conversation with other Heroes.

Traditional gyms aim to build community through classes and events. While Hero's Journey has both, we seek to foster a deeper sense of community through app-reinforced collaboration. New Heroes are assigned gym mentors to introduce them to the space and community. Heroes attempting a quest together get bonuses for working out at the same time, and many rooms contain challenges that can only be completed with a team.

Welcome to Hero's Journey: The better way to build a better you.

## Design Submission

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# Attributions & Thanks

This proposal would not have been possible without the support & guidance of Matthew Miles, Riley Thompson, Tom Ricket, and William Mullen.

## Attributions:

### Promo Video:

Music by <https://www.bensound.com>

License code: O4MHX3IRF4QSGDMW

### News Sources (in order of appearance):

<https://www.nbcbayarea.com/investigations/downtown-san-francisco-empty-office-space/3327505/>

<https://racketmn.com/ghost-malls-twin-cities-mn-future-plans>

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<https://www.theatlantic.com/ideas/archive/2023/06/commercial-real-estate-crisis-empty-offices/674310/>

<https://www.axios.com/local/chicago/2024/01/29/dead-malls-stratford-square-northbrook-court>

<https://www.governing.com/urban/the-challenges-suburbs-face-in-refilling-office-space>

<https://www.gpb.org/news/2021/09/16/revival-possible-talk-about-the-past-and-future-of-georgias-dead-malls>

### “Why You Should Build a Hero’s Journey”:

<https://www.precedenceresearch.com/gamification-market#:~:text=Visit%3A%20Precedence%20Statistics,Gamification%20Market%20Key%20Takeaways,21.5%25%20from%202023%20to%202032>

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