



SoulFit

A Fitness App for Physical and Mental Fitness

Team Serenites

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INTRODUCTION AND EXECUTIVE SUMMARY

The app aims to provide users with a comprehensive and holistic approach to wellness by incorporating exercises for physical fitness, tools for mental fitness, and meditation practices. The report will analyze the market demand, target audience, competition, and potential revenue streams, as well as the technical and operational requirements necessary to bring the app to fruition. The ultimate goal of this report is to determine if the development and launch of this app is a viable and profitable venture.

Currently there isn't a user-friendly application for users to track and improve their mental and physical health all in one place. So, the fitness mobile application which will be developed will include the features of physical fitness, mental fitness and meditation all together.

There is no particular user base considering age. But, the target audience is everyone who is conscious about fitness. Initially the students and staff of our institute IIIT Dharwad will be considered as a user base.

The project team consists of four members which have designers and app developers. The application will be supported on both Android and iOS. The estimated cost for the project is approximately \$2 million and the time span will be four months.

The stakeholders will be all the team members with equal shares. There won't be any disagreement as everyone will contribute to the project equally.

PROJECT SCOPE

The Fitness App will be a comprehensive wellness solution that includes physical fitness, mental fitness and meditation components.

Physical Fitness

- The app will offer a wide range of exercises and workout plans that cater to all fitness levels, from beginners to advanced.
- Users will be able to create custom workout plans based on their goals, such as weight loss, muscle gain, and endurance training.
- Users will have access to video and audio guidance for each exercise, as well as detailed instructions and tips for proper form and technique.

- The app will track and store the user's progress and workout history, allowing them to see their progress over time.

Mental Fitness

- The app will provide daily affirmations, positive quotes, and mindfulness exercises to help users improve their mental well-being.
- The app will include a journal feature where users can document their thoughts and feelings, which can be useful for tracking progress over time and identifying patterns in their mental state.
- Users will have access to guided meditations and breathing exercises to help them relax and reduce stress.

Meditation

- The app will offer a variety of guided meditations for users to choose from, including mindfulness, focus, and sleep meditation.
- Users will be able to create custom meditation sessions based on their goals and preferences.
- The app will track and store the user's meditation progress and history, allowing them to see their progress over time.

Overall, the fitness app aims to provide users with a comprehensive wellness solution that addresses both physical and mental well-being through exercise, mindfulness, and meditation.

As mentioned, initially, the project will focus on the students and staff of college. Hence the features will be restricted to a particular age group and profession. But in future new features will be introduced considering other professions and age groups. To maintain the interest of users, a reward system will be integrated. Also both the Android and iOS users will be able to use the application seamlessly. So in future there is a high chance of gaining a good number of users.

METHODOLOGY AND TOOLS USED FOR FEASIBILITY STUDY

The team together did surveys and brainstorming for the feasibility study.

- The team together shared their ideas and opinions.
- We came up with many ideas, listened to each one of them and together decided the best ideas to choose and implement.
- We listened to every perspective and integrated everyone's ideas. We analyzed potential problems and obstacles, and discussed ways to resolve them.

- We researched competitors and features most attracted by users.
- We analyzed what features do our competitors lack whose integration can help our users choose our application over our competitors'.
- We conducted a survey to find what mental issues people come across and how to overcome it using guided meditations, sleep tracker, Cognitive Behavioural Therapy etc.

OBSERVATIONS FROM THE FEASIBILITY STUDY

As of now in the market, there is no app available which has physical and mental health fitness functionalities combined. That's why this project is considered so that a user can get all features in one app. All risks and technical feasibility have also been taken into consideration.

Technical feasibility

We need to develop a mobile application based on Flutter. We will integrate it with smart watches to keep an easy track of data. If the user doesn't have a smartwatch, then it will track using health APIs available. The application will be supported on both Android and iOS.

Economic Feasibility

We will have a paid premium feature that will help in generating revenue. We will connect the trainers with the users. The estimated cost for the project is approximately \$2 million and the time span will be four months.

Risk Assessment

We have big competitors focused on specific areas of the application. Integrating the application with several apps (mental health, physical health and fitness, and meditation) will help to gain higher attention. There is also a risk of losing the user's attention as they might get bored and uninstall the application in a short usage period. We can have a reward system that will motivate the user to maintain their goals.

Operational Feasibility

The project is operationally feasible, with the resources and personnel required for successful implementation.

We will keep a constant track of the progress by having regular meetings. We will use the Agile process for this. Our project is feasible to create a personalized platform for users to easily track their progress and improve themselves. It is financially and technically feasible and can overcome risks.

CHALLENGES AND ASSUMPTIONS CONSIDERED

Challenges

- Strong competition from established fitness apps and wearable devices
- Difficulty in acquiring and retaining users
- Difficulty in generating revenue through in-app purchases or subscriptions
- Difficulty in differentiating the app from others on the market

Assumptions

- Users will be willing to pay for premium features or in-app purchases
- Users will continue to use the app over time and remain engaged
- The app will be able to acquire a significant user base

- The app will be able to generate enough revenue to be financially viable.

It's also worth mentioning that, in order to overcome these challenges, the app should have a clear value proposition and a unique selling point that sets it apart from other fitness apps. Also, it's important to keep updating the app with new features and workouts to keep users engaged.

To deal with the problem of users being bored after some time, we need to add a reward system. Designing the reward system is one of the challenging parts of the application as we need to think of every small aspect.

Also there are already big competitors in the market with a huge user base. So the user interface should be attractive. This should be taken into consideration while designing the application. The app should be smooth as well. Bug fixes and testing should be done properly. The developers will take care of this. Initially the app is being developed for the students and staff of the college. Hence the health conditions and problems of the young age group will be considered.

REFERENCES


We have referred some apps available on Play Store and AppStore such as -

- Google Fit :
<https://play.google.com/store/apps/details?id=com.google.android.apps.fitness>
- Healthifyme :
<https://play.google.com/store/apps/details?id=com.healthifyme.basic>
- Apple Health : <https://www.apple.com/ios/health/>
- MoodKit :
<https://apps.apple.com/in/app/moodkit/id427064987>
- TalkSpace :
https://play.google.com/store/apps/details?id=com.talkspace.pace.talkspace_app

Also there are some reports available on the web regarding Cognitive Behavioural Therapy which is a psychotherapy commonly used. The data needed regarding physical fitness can also be collected through web and apps listed above.

CONCLUSION

In conclusion, a fitness app focused on physical fitness, mental fitness, and meditation has the potential to be a valuable tool for individuals looking to improve their overall health and well-being. The app's ability to provide personalized workout plans, mental fitness exercises, and guided



meditations can cater to a wide range of users and help them achieve their fitness goals. Additionally, the app's ability to track progress, provide support and motivation can help users stay engaged and motivated. Based on the market research and technical feasibility analysis conducted, it is recommended that the development and launch of such an app be pursued.