

hello

# Team 1



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**“The World We Live In”**



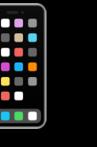
**But..**

**What does ACTIVATION truly mean?**

**Lack of tools for athletes to monitor their performance and progress.**

Problem Definition

# Findings

Tracking Difficulty 

Knowledge Gap 

# Our Solution



FitCalc

An app that helps athletes how wants to track their weight by a calories calculator



# Target Users



# Design

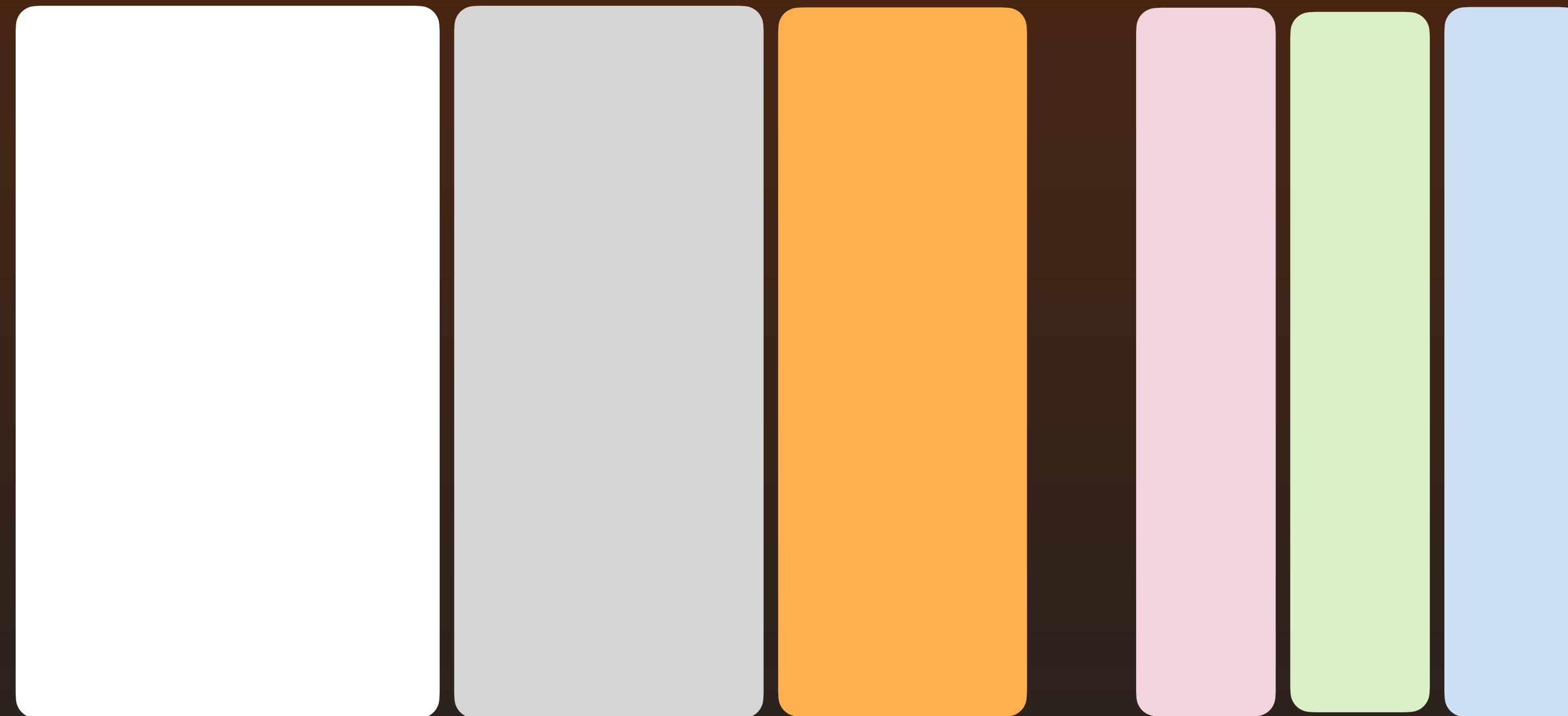
# App Icon



- Bottom Line: Initiation
- Middle Line: Continuity
- Top Line: Growth

# Colors

Reflection of Energy, Movement and Balance



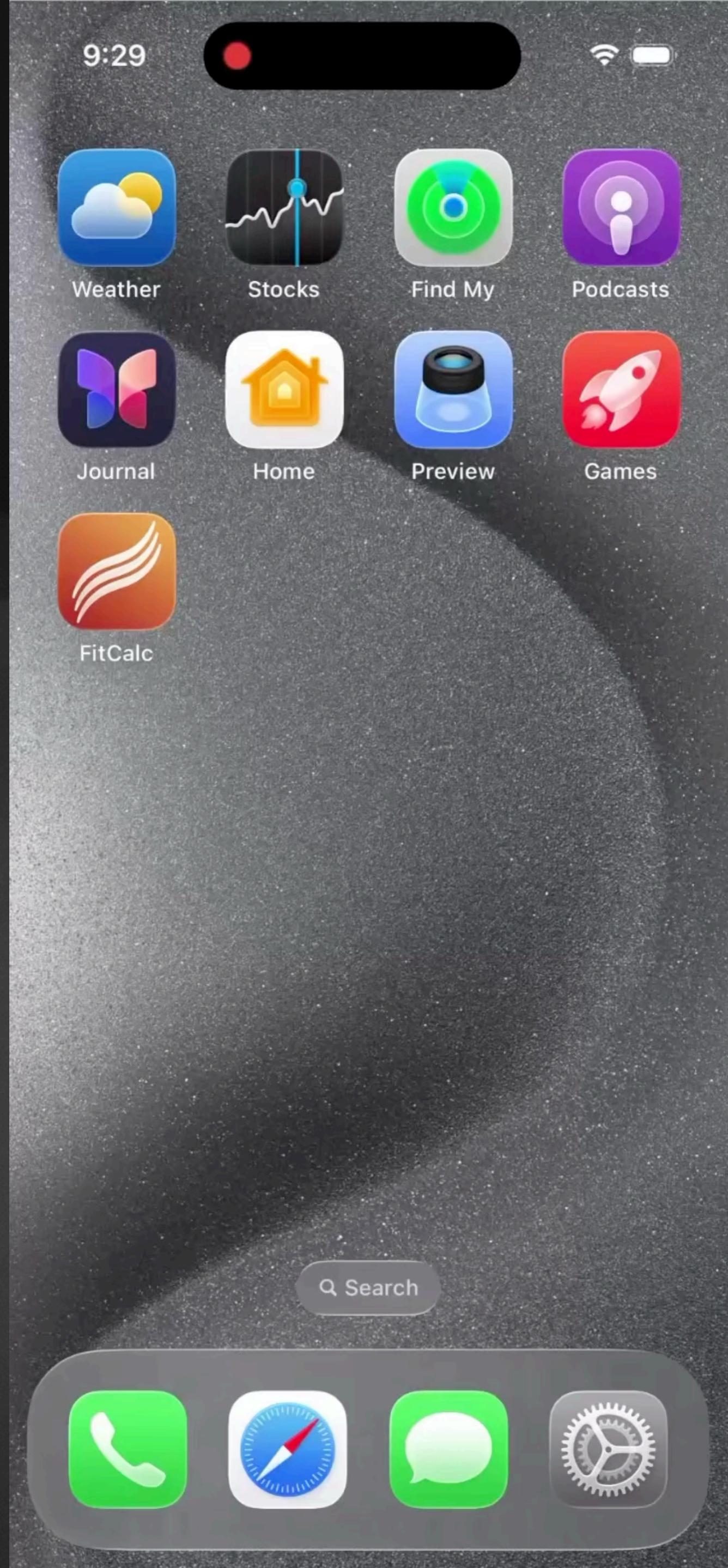
Primary

Secondary

App Walkthrough

# FitCalc Journey





Plan less  
Achieve more

Thank you