

Pitch Board

Discover the path to peak physical fitness with targeted workouts for every muscle group – all in one platform.

Whether you have been in the gym 10 years, or you are just starting out, we will provide you with the most accurate and simple exercises to implement into your workout schedule to take your physical appearance to the next level. We know that exercise science is relatively new compared to other fields of research, this is why we are determined to provide you with the most recent and optimal workouts to increase your muscle gains. Our goal is to provide you with accurate information along with detailed and comprehensive explanations on how you can carry them out achieve your dream fitness goals.

Personas:

- Fitness Coaches
- Gym rats
- Gym beginners

Comps:

- Muscle & Fitness
- WebMd

Main
Page

select
muscle
group of
interest

→ Displays
info about
muscle and how
to train it

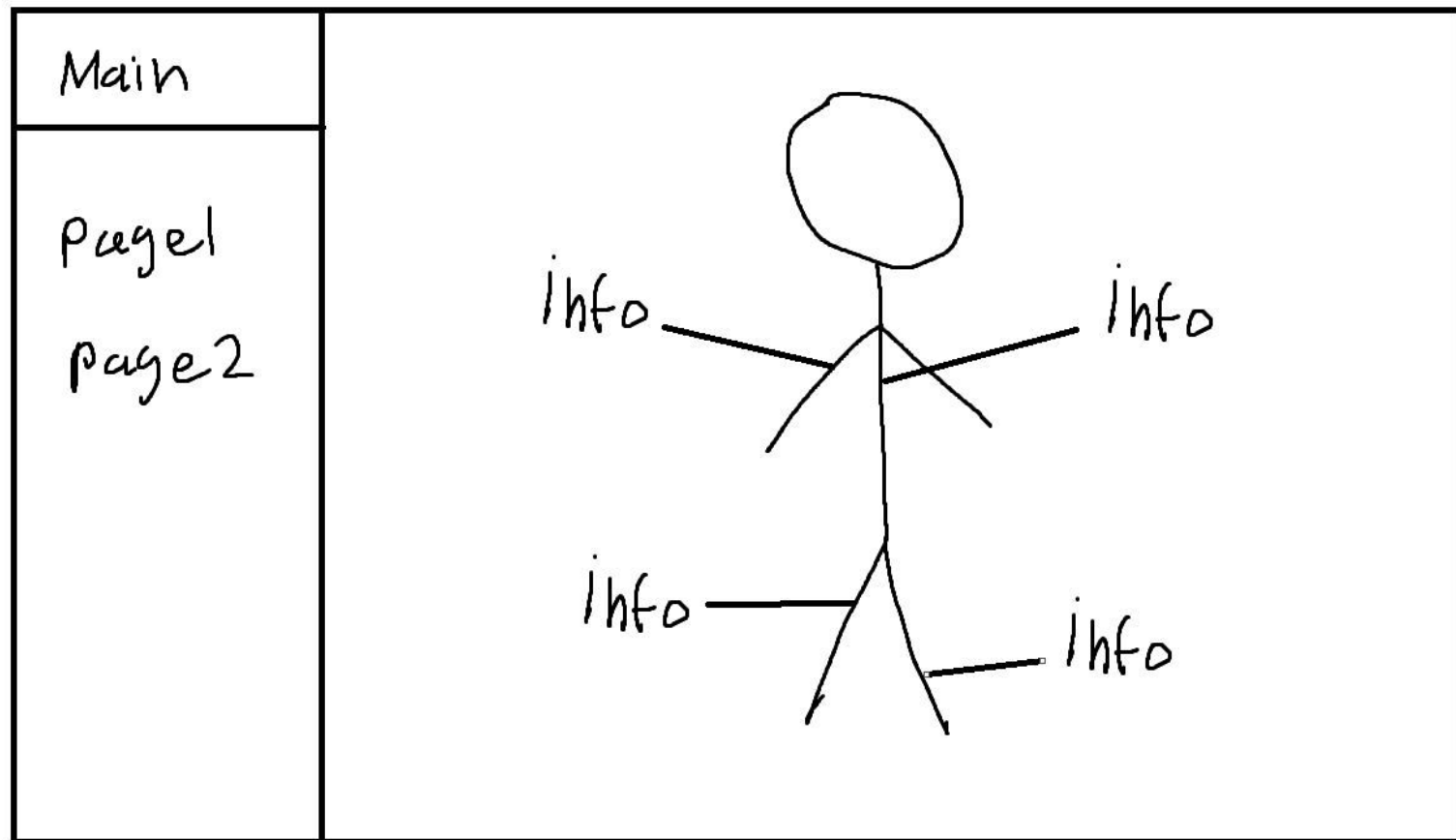
Maintenance
calorie
calculator

→ Input user
info: weight/
height/daily exercise

submit info

→ Shows maintenance
calories and
how to "cut"
and "bulk"

info



Main

Target muscle

Maintenance
Calorie Calculator

