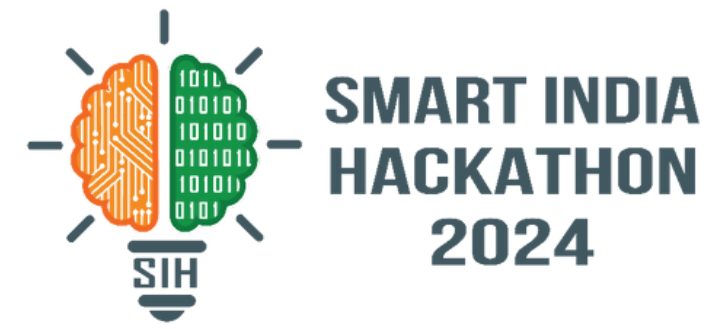


SMART INDIA HACKATHON 2024



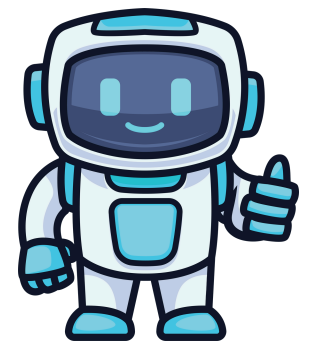
Innovation towards fit India Mission

- **Problem Statement ID – 1599**
- **Problem Statement Title-** Fitness & Sport
- **Theme-** Innovation
- **PS Category-** Software
- **Team ID-** 43521
- **Team Name-** Wellness Warriors



Proposed Solution:

- Customized **fitness plans** tailored to **individual goals**, fitness levels, body type, and performance.
- Includes **progress tracking**, social features, and **gamification** to boost **user engagement**.
- **AI-integrated** real-time reporting for enhanced decision-making and insight.



How it addresses the problem:

- AI-driven insights create **personalized** fitness plans for goals.
- **Real-time** tracking and adaptive routines enhance engagement.
- Motivating people through gamification, **community challenges**, and individual report reminders.

Innovation and Uniqueness it offers:

- | | | |
|-------------------------------|-----------------------------------|-------------------|
| • AI Assistant | • Regular Blogs | • IoT Integration |
| • Daily Challenges and badges | • Government Schemes and programs | |

Technology Stack

Frontend

HTML, CSS, Java script / Frameworks
(React, Angular, Vue.js)

Back-End

Node.js, Express.js, PostgreSQL

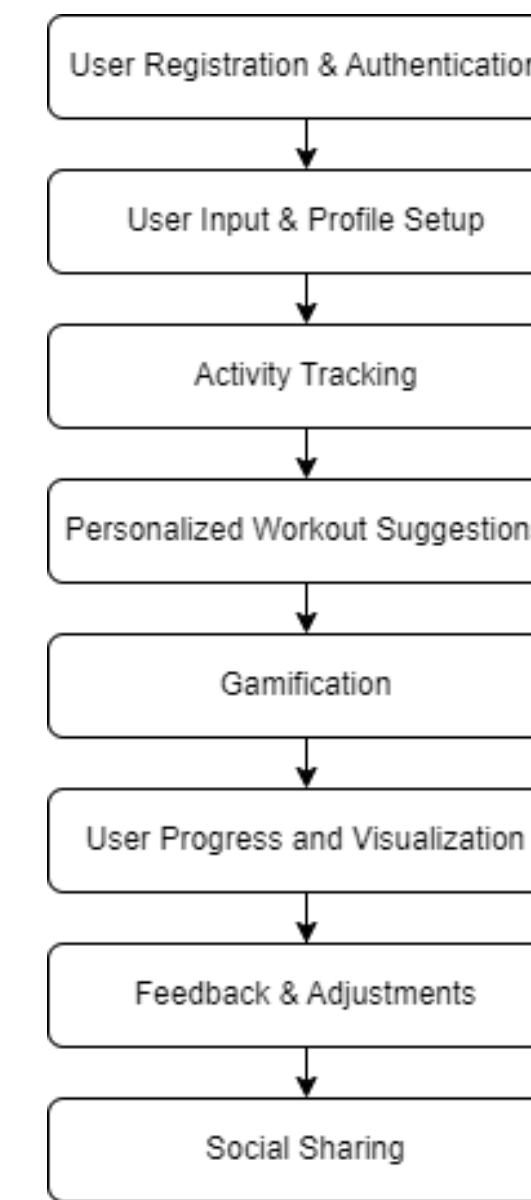
Database

DynamoDB

API's

JWT for authentication, JSON

Methodologies and Implementation (Flowchart)



Feasibility of the Idea

- Technical Feasibility

Tech: ReactJS, Django/Spring Boot
Database: MySQL/MongoDB
Deployment: AWS/Google Cloud

- Financial Feasibility

Costs: Cloud free tiers
Revenue: Freemium (If), Ad's
Support: Fit India grants



- Market Feasibility

Market: Competes with Nike TC, Cure.fit
Differentiation: Indian fitness schemes, personalized plans
Audience: Beginners, fitness enthusiasts

- Timeline & Legal

Development: Modular, scalable;
Compliance: Data privacy (IT Act), health safety, certified plans

Challenges and Strategy to overcome

Challenge :
User Engagement

Strategy :
Gamification, Badges
Rewards and Community
platforms

Challenge :
Competition

Strategy :
Integration with Govt.
Schemes, Personalized
Plans

Challenge :
Data Security

Strategy :
Strong Encryption,
Regular security
audits

Challenge :
Technical Resilience

Strategy :
Cloud Based Scaling,
Load Mangement

Potential Impact on Target Users

- Individual Body Goals (Bulk, Slim etc)
- Active, healthier lifestyle
- Educating users on Indian Government Schemes
- Appointment calls with Certified trainers, User satisfaction

Benefit of the solution “Atheletix”

Social

Fostering fitness-Concious
Community
Promotes inclusivity to all
users

Economical

Improved fitness levels,
Less prone to disease
App’s accessibility towards
trainers and gyms

Environmental

Home Based workout and
Eco friendly, reducing the
need to go Gyms and Fitness
center, Low carbon-emission

Link (Prototype)

Atheletix

<https://melodious-begonia-29d4a0.netlify.app>

References

- **WHO**

<https://www.who.int/news-room/fact-sheets/detail/physical-activity>

- **Design and Data**

<https://lessthan9000.medium.com/designing-a-fitness-app-a-ux-case-study-7d49c58b3b4c>

- **Reasearch Papers**

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