



venturedive

Disrupt Fitness Industry

10.04.2018

SOFTEC FAST

VentureDive

225 CCA, FF Block

Phase 4 DHA, Lahore

Challenge (YOU HAVE TO IMPLEMENT THIS)

Value your life, stay healthy! Disrupt fitness industry. Everyone owns a smartphone, right? Let's put that glass brick to a better use.

Evaluation criteria

1. Must have

- 1.1. Creativity
- 1.2. Core functionality
- 1.3. Business value
- 1.4. Future Prospects/ Growth potential
- 1.5. Technical difficulty
- 1.6. User experience

Modules

1. Basic (20)

- 1.1. User Profiles and Authentication
- 1.2. Responsive UI/UX for both portrait and landscape views.

2. Data (20)

- 2.1. Local Database
- 2.2. Remote Cloud Backup (Google Drive or any other cloud service)
- 2.3. Server Side Database Integration

3. Integrations (10)

- 3.1. Any Social Media Integration such as Facebook, Google, Twitter etc.
- 3.2. User Analytics.

4. Creativity (50)

4.1. Effective use of any mobile hardware if applicable in your scope of work.

A revenue stream to generate income from your app.

Voice actions.

Virtual Assistant.

Accessibility controls.

Restrictions

- App should be on any Native Mobile platform.
- You can not reuse/re-submit your old work.

Sample Challenge (ONLY FOR REFERENCE, NOT TO BE IMPLEMENTED)

Challenge

Recognize your customers, reward them what they deserve! Sometimes, a free coffee keeps the bonding strong.

Expectations

Create an app and a system where you incentivize their purchases by offering them free products or promotional discounts on future purchases. Create a connection with your customers that should lead to overall increase in your Brand loyalty. An app where you can tag your purchases and complete a required set of purchases to earn free rewards.

This could consist of an application with;

1. System to register users
2. Manage their purchases
3. Award reward to a customer on meeting X criteria
4. Web admin interface for staff to manage reward system
5. Application to show loyalty score
6. Application to claim reward after achieving X purchases.

Bonus

1. Barcode scanner to scan reward tags
2. Leaderboard
3. Point transfer / gift to a friend
4. Social integration