

Target:

Newcomers - People who don't know a lot about

Delivery Method:

Website - accessible to anyone with internet and a browser, no need to download

Ideas:

- Calories calculator
- Specific workouts depending on what your goal is (ex: weight loss, weight training)

I am an average joe, who is new to the gym (someone who is moderately athletic but never really put much thought into exercise or

I am trying to lose weight, bulking, train my (specific muscle group), look aesthetically pleasing

But I don't know how many calories I have to consume for MY Body Type, I don't know which muscle groups to train.

Because I don't know enough about my body's biology and how it relates to working out, and I don't know which resources, if any, are reliable

Which makes me feel lost, helpless, and demotivated due

Research:

Base Metabolic Rate (BMR)

Caucasian:

14-18 yrs old:

- Male 1,600-2,200 cal.
- Female 1,400-1,800

20's:

- Male 1,800-2,200 cal.
- Female 1,400-1,800

30's:

- Male 1,700-2,300 cal.
- Female 1,400-1,800

40's-50's:

- Male 1,600-2,200 cal.
- Female 1,300-1,600

60's + :

- Male 1,500-2,000 cal.
- Female 1,200-1,500

Black:

Age Group	Male (cal/day)	Female (cal/day)
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14-18 yrs	1,600-2,200	1,400-1,800
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20's	1,800-2,300	1,400-1,850
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30's	1,700-2,300	1,400-1,800
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40's-50's	1,600-2,200	1,300-1,600
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60's +	1,500-2,000	1,200-1,500
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Asian:

Age Group	Male (cal/day)	Female (cal/day)
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14-18 yrs	1,500-2,100	1,300-1,700
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20's	1,700-2,100	1,300-1,700
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30's	1,600-2,200	1,300-1,700
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40's-50's	1,500-2,100	1,200-1,600
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60's +	1,400-1,900	1,200-1,500
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Latino:

Age Group	Male (cal/day)	Female (cal/day)
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14-18 yrs 1,600-2,200 1,400-1,800

20's 1,800-2,300 1,400-1,850

30's 1,700-2,300 1,400-1,800

40's-50's 1,600-2,200 1,300-1,600

60's + 1,500-2,000 1,200-1,500