

UNLMTD

Team Members:

Matthew Martinez
Luai Almaznai
Anisah Chowdhury
Joyce Fu
Nadir Ali

Thesis:

Our Recovery Tracking app helps athletes/gym enthusiasts who want to optimize their workout by tracking biometric data and stay motivated to be active.

Interviews since last meeting: 30

Total interviews: 40



Business Model Canvas

Customer Pains <ul style="list-style-type: none">● Frequent Injuries● Overtraining & Fatigue Mismanagement● Slow Recovery & Missed Games● Coaches & Trainers Need Better Data● High Cost of Rehab & Medical Bills	Customer Segment <p>Who experiences these pains?</p> <ul style="list-style-type: none">● Health-conscious individuals looking to monitor and improve their well-being.● Busy professionals who struggle to maintain a healthy lifestyle due to time constraints.● Athletes & fitness enthusiasts seeking data-driven performance tracking.● People with poor sleep habits who need guidance on improving sleep quality.● Nutrition-focused individuals who want personalized dietary recommendations. <p>Who are the decision makers?</p> <ul style="list-style-type: none">● Individual consumers making personal health decisions.● Fitness coaches and trainers recommending health-tracking solutions.● Healthcare professionals advising patients on lifestyle improvements.● Employers promoting employee wellness programs.
Customer Gains <ul style="list-style-type: none">● Injury Prevention & Early Warnings● Faster Recovery & Peak Performance● Longevity & Career Extension● Better Decision-Making for Coaches● Cost Savings on Medical & Rehab Expenses● Peace of Mind & Confidence	

Customer Interview Summary

UNLMTD Insights

What We Thought (Hypotheses Tested)

Athletes and trainers struggle with injury prevention and recovery tracking.

Wearable tech could provide real-time insights on fatigue, hydration, and injury risk.

Coaches and gym managers rely on experience over data-driven tracking.

Athletes and teams would adopt AI-driven recovery solutions if easy to use.

What We Did (Who We Interviewed)

We conducted 40 interviews with:

Gym Owners & Trainers – Tech adoption & recovery methods.

Semi-Pro Soccer Club Leaders – Player workload & injury prevention.

Sports Physiotherapists – Rehab & injury tracking needs.

Wearable Tech Experts – Usability & engagement insights.

Athletes & Gym-Goers – Recovery habits & challenges.

What We Learned (Key Takeaways)

Recovery tools exist but are underutilized in training.

Wearables need to be simple & user-friendly for adoption.

Coaches value AI insights but won't replace human expertise.

Budget & ease of use matter—teams want clear benefits before investing.

Personalized recovery plans are more effective than raw data.

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Owner's Perspective
Owner
3/20/25
Matthew

Kevin Broll
Planet Fitness Manager

Why we interviewed this person:	I interviewed Kevin because of his role as a manager at a large gym chain in the US. I was looking for scalability opportunities for UNLMTD and if our product would transfer over to larger gyms.
We wanted to understand:	I wanted to understand if our product would be usable at more gyms in the world, such as gyms with many locations in the US, or if we should stick to local gyms with only 5-10 locations (to increase their revenues).
We learned this about the business:	Their main profit does not come from trainers in the gym, but rather their low membership cost (~\$10/mo). Since trainers are not a main source of profit for the gym, they would not benefit from our product.
We were surprised by:	I was surprised by how low the gym membership costs. Our product would probably increase price for members.

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[Personal Trainer]
[Struggles/Frustrations]
[3/15/25]
[Matthew]

[Ethan Picarelli]
[Personal Trainer]

Why we interviewed this person:	Ethan is fairly new personal trainer so I wanted his insight in how he tracks client progress and any challenges he faced in providing a personalized training plan.
We wanted to understand:	I wanted to understand the struggles trainers face when it comes to tracking client performance and progress. I also wanted to understand how trainers feel about the current resources available, and if they have or have not used them.
We learned this about the business:	Personal trainers rely heavily on manual tracking (writing down exercises, reps, and weights (PRs). Both trainers and clients would like more personalized data and suggestions during workouts to see best results.
We were surprised by:	I was surprised by how long trainers take to get back to their clients. New and experienced trainers can take up to 2-3 days to respond to clients' questions/concerns.

Why we interviewed this person:	We interviewed Mohammed Alkawsi, President of Bay Area United FC, a semi-professional soccer club in the Bay Area. His experience in managing a competitive team provides insight into injury prevention, player recovery, and technology integration in sports.
We wanted to understand:	<ul style="list-style-type: none">• How semi-pro teams track player health, fatigue, and injuries.• Challenges in recovery and injury prevention at the club level.• Interest in wearable technology for real-time player monitoring.
We learned this about the business:	<ul style="list-style-type: none">• Injury prevention is a major concern, but the club lacks real-time tracking tools.• Coaches rely on player self-reporting, with no data-driven insights.• There is interest in wearable tech, but cost and player adoption are key challenges.
We were surprised by:	<ul style="list-style-type: none">• Despite limited resources, the club is committed to player welfare and performance.• Cultural factors influence training and recovery approaches.• The club aims to bridge the gap between amateur and pro levels, making performance tracking crucial.

Why we interviewed this person:	We interviewed Shihab Alsharay, Team Manager of Bay Area United FC, who is responsible for sourcing sports equipment, managing team logistics, and ensuring approvals from club leadership. His insights provide a practical perspective on implementing new technology, budget constraints, and adoption challenges at the semi-pro level.
We wanted to understand:	<ul style="list-style-type: none">• How semi-pro teams budget for and acquire new equipment.• The approval process for integrating new technology into the club's training program.• What factors influence purchasing decisions for recovery and performance tools.• Potential barriers to adopting wearable recovery technology for athletes.
We learned this about the business:	<ul style="list-style-type: none">• Cost and reliability are the biggest factors when choosing sports equipment or technology.• Semi-pro clubs operate on tighter budgets, so new tools must provide clear, measurable benefits.• Approval for new technology requires proven effectiveness—coaches and management need data-backed results before investing.• A wearable recovery device must be easy to use—complex or time-consuming setups may deter adoption.
We were surprised by:	<ul style="list-style-type: none">• Clubs are interested in tech solutions, but many haven't used wearable recovery tools before.• Player compliance is a challenge—getting athletes to consistently use new tech can be difficult.• Team managers play a key role in adoption—they handle equipment acquisition and help convince higher-ups to approve purchases.

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Site Manager

How do gyms managers retain customer?

3/14/25

Anisah

Giselle

Hospitality & Recreation
Management

Why we interviewed this person:	<ul style="list-style-type: none">- Giselle has direct experience in gym operations- Valuable insight on the business aspect of customer turnover
We wanted to understand:	<ul style="list-style-type: none">- How gyms currently track member's progress- How technology can increase member retention and business growth
We learned this about the business:	<ul style="list-style-type: none">- Technology has been a key driver of growth in the past (ex. Checking in, appointment scheduling, billing, chatbots)
We were surprised by:	<ul style="list-style-type: none">- Gyms hesitate to implement new technology due to privacy issues as well as less tech-savvy members

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Interface Design

How can apps be user-friendly?

3/17/25

Anisah

Amaia

UX/UI Designer

Garmin

Why we interviewed this person:	<ul style="list-style-type: none">- Amaia studied human-computer interaction and has 7 years of experience working as a designer for various companies, including Garmin- Valuable insights on how to make the app as easy for users
We wanted to understand:	<ul style="list-style-type: none">- What challenges do customers face when interacting with tech devices
We learned this about the business:	<ul style="list-style-type: none">- The simpler an app, the higher the engagement- Displaying data through charts and graphs is more effective than plain numbers and statistics
We were surprised by:	<ul style="list-style-type: none">- We should consider incorporating a social feature that allows users to interact with each other

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[Sports & Fitness / Athletic Performance]

[How do you currently prevent injuries and recover after intense training or games?]

[03/16/2025]

[Joyce]

[Jeffrey Yin]

[College basketball team/Gym member]

Why we interviewed this person:	Jeffrey is a college basketball player and also go to gym really often. We wanted to understand the injury risks, training routines, and recovery challenges faced by competitive basketball players and regular gym-goers.
We wanted to understand:	<ul style="list-style-type: none">• How they track their training load and fatigue levels.• Any frustrations they have with existing recovery or prevention• Common types of injuries they experience.
We learned this about the business:	<ul style="list-style-type: none">• Recovery tools (e.g., foam rollers, ice baths, massage guns) are widely used but not always effectively integrated into training programs.• There is interest in wearable technology, but adoption depends on ease of use and affordability.
We were surprised by:	Many gym members are unaware of overtraining risks and lack guidance on proper recovery strategies. The biggest barrier to adopting new injury prevention methods is time—if it's too complicated or takes too long, athletes are unlikely to use it consistently.

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[Athletic Performance]

[How does balancing college basketball and music impact injury risks, training, and recovery?]

[03/15/2025]

[Joyce]

[Kimi Wang]

[College women
basketball team]

Why we interviewed this person:	We wanted to understand the injury risks, training routines, and recovery challenges faced by a female college basketball player who is also a music student. We were particularly interested in how balancing both activities affects physical health and injury recovery.
We wanted to understand:	How she tracks physical strain, fatigue, and recovery across both activities. Any frustrations she has with existing recovery or injury prevention solutions.
We learned this about the business:	Athletes who also play instruments face unique injury risks, such as wrist, shoulder, and back strain from prolonged playing, which can be aggravated by sports training. Recovery strategies need to address both athletic and fine-motor demands, since basketball requires explosive movements while playing music requires sustained, controlled motions.
We were surprised by:	Most students not only practice musical instruments, but also participate in many sports competitions. Once they get injured, they may not be able to play the instruments for a while.

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Practicality

How would you prefer the physical technology to work?

3-15-2025

Nadir

Brian

Body Builder

Why we interviewed this person:	We interviewed this person because they body build and because of that we know that they would have thought about the practicality of how to wear this device
We wanted to understand:	What physical features would we want on the device that our customers would appreciate. As well as what can we <i>not</i> do due to the environment
We learned this about the business:	We learned that a watch like device would be best since other parts of the body extract and compress too much and would be uncomfortable for the user. Also a chest monitor athletic wear would be even better
We were surprised by:	I was surprised by how much of the body we can <i>not</i> put technology on

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UI design

What kind of app design would you want?

3-16-2025

Nadir

Omar

Gym goer

Why we interviewed this person:	We interviewed this person because Omar is an avid Gym goer and uses apps to track his sets, reps as well as his muscle workouts for the day
We wanted to understand:	What features on an app he would like us to have outside of the practicality of the actual app. Like what kind of colors, what the app should focus on and so on
We learned this about the business:	We learned how important UI design is. Omar mentioned he used a couple different apps before he chose the one he uses right now and even payed for a couple prior.
We were surprised by:	I was surprised that he payed for some of these apps when there are a lot of free ones



NEXT PLAN

UNLMTD's Next Interviews

- Strength & Conditioning Coaches
- College Athletes
- Kinesiology Professors
- Professional Athletes
- Medical Professionals
- Sports Performance Analysts
- Gym Owners

Point of Contact

- Networking
- Social Media
- Local Gyms & Colleges
- Fitness Forums & Communities