# Task 1: Application Analysis & Strategy

Target Audience and delivery

Our customer problem is that inexperienced gym goers lack the direction and motivation to work out. Our target audience consists of 18–30-year-old males living in North America and Europe, a tech-savvy demographic that is both fitness-conscious and highly engaged with digital platforms. Many individuals in this age group struggle with motivation and are very inexperienced in the gym. The goal with our product is to deliver an engaging experience to help them start their fitness journey. By addressing challenges such as lack of structure and consistency, the app empowers users to achieve their fitness goals effectively. We choose smartphones as the preferred delivery option because phones offer seamless accessibility while supporting key functionalities like step tracking through built-in sensors and being able to take photos. This tech-forward approach not only enhances user engagement with the target audience but also justifies the purchasing of premium features, aligning perfectly with the habits and preferences of this audience.

Solution:

1. Step Tracking - Our first solution is to have a step-tracking feature. This feature will track the number of steps taken and calories burned each day. A step-tracking feature gives empirical data for the users to build a sense of accomplishment. It also gives them appropriate data to identify their weaknesses.
2. Leaderboard - Our second solution is to create a leaderboard. This feature will compare your steps taken and minutes in the gym with people in your local area and friends every week. The winner gets points which they can use to customize their avatar. This feature promotes competition, giving users motivation to work out.
3. Workout Guides - The final solution is an easy-to-follow workout guide tailored for beginners. Users can take a photo of any gym equipment they're unsure about, and the app will provide a video tutorial demonstrating how to use the machine correctly. This feature helps new gym-goers gain confidence and ensures they have clear, actionable instructions to follow for effective workouts.

Strength: A key strength of OnlyGym is its strong community-focused approach. The leaderboard feature fosters a sense of connection and healthy competition, allowing users to engage with others in a fun and motivating way. By providing a platform for users to compare their progress with friends and locals, the app enhances user interaction and keeps them more engaged, driving long-term motivation and retention.

Weakness: One limitation of OnlyGym is the lack of at-home workout options. While the app excels in gym-based routines, it doesn't offer tailored exercises for users who prefer to work out at home, limiting its appeal to those without access to a gym or who prefer home-based fitness routines.

Opportunities:  A great opportunity for this app is to expand into the $121 billion smartwatch industry. Smartwatches are powerful tracking tools that align perfectly with the app's target audience. Integrating the app with smartwatches would enhance the app's popularity and allow us to tap into a huge market.

Threat: A potential threat to the app's success is the lack of gyms in certain areas. Users who live in locations with limited access to gyms may find it difficult to fully utilize the app's gym-focused features.

This could limit the app's appeal to a broader audience and reduce its overall user engagement in underserved regions. Expanding workout options for home use or collaborating with smaller fitness spaces could help mitigate this challenge.

Peloton's app prioritises one-on-one training with a private instructor at the comfort of your home using the equipment which you have to buy. They also contain a library of fitness lessons which users can take advantage of in order to learn how to work out effectively. Our app, OnlyGyms, works differently, where you do not need to buy their equipment in order to work out, there are no private instructors, and the library is based on what exercises are best for you currently, rather than simply giving an entire library of different exercises for the user to stumble through. In OnlyGyms, you can go to any gym you want with equipment and follow the specific workout routines given to you to easily start working out without any confusion at all. Once you progress through the workouts, new exercises are earned, expanding your library of fitness knowledge at a healthy pace until you are a champion.

MyFitnessPal's free version of the app grants food logging, weight logging, exercise logging, progress trackers, macronutrient viewer, custom calorie goals, and generic plans. OnlyGym does not have these features, as they are easy to access through other free apps, such as Apple Health. However, OnlyGyms can scan machines and thoroughly explain what they do, what part of the body they work out, and how to use them.

Apple Fitness + grants personalized fitness plans, or workout plans from 12 different categories; Strength Training, HIIT (High-intensity interval training), Yoga, Pilates, Meditation, Dance, Cycling, Treadmill, Rowing, Core, and Mindful Cooldowns. OnlyGyms grants personalized workout plans but does not have 12 generic categories, as we prioritize giving exercises that are best for the specific user. Furthermore, the workouts which OnlyGyms gives are often done within a gym and lifting weights, rather than at home and mainly doing callisthenics. Lastly, the OnlyGyms app can be used on Android and IOS, to allow all kinds of users to use the app.

3 potential investors are Quinn Opportunity Partners, GTCR, and Blackrock Inc. They would be interested in funding our application because our method towards introducing exercises to newbies is better than their current investment's method, Peloton Training App, and our app ensures they stay motivated through 2 different ranked systems; A local Ranked System, and a global ranked system based on your weight class. Our current method to introduce newbies to working out is to use simple machines to work out multiple body parts at once so that they do not need to focus on specific forms to work out specific parts of the body. Once they understand the motions to work out certain body parts, the app advances them to more difficult workouts through isolation exercises, and moving more weight in proper form. Within the global ranked system, you can earn a percentage to rank up by completing daily workout routines and getting stronger. The ranks are Bronze, Silver, Gold, Platinum, Diamond, Elite, and Champion. People stay motivated because they can see real-time progress through these different systems and see how big of an impact they made on themselves through the gamification of working out. Furthermore, you can earn avatars and custom equipment in the app by being in higher ranks, promoting the thought of working out more.

Accessibility Features:
Captions: Captions allow users who prefer to read to follow along with the video using text. It also allows deaf people to follow along with the videos still. Furthermore, if the voice actor within the instruction videos has an accent which may be difficult for some to understand, then the captions ensure the viewer can understand what is being said.

Text-to-speech: Text-to-speech can allow blind people to still follow certain guides. In addition, Audio is popular among our primary audience of 18-44 because over 50% of people in this age group have listened

to audiobooks before, meaning that users within this age group could prefer this method of communication.

| Features | Function | Impact on user and their problem |
|---|---|---|
| MATLAB feature | Converts GPS data to steps taken | Problem - lack of direction and motivation for beginners in working out |
| Team Choice Feature 1 | Leaderboard | Helps motivate users to continue working out |
| Team Choice Feature 2 | Workout Guide | Helps guide users towards right path in terms of working out, and motivates them to continue through notice of progress |
| Accessibility Feature 1 | Captions | Captions allow users who prefer to read to follow along with the video using text. It also allows deaf people to follow along with the videos still. Furthermore, if the voice actor within the instruction videos has an accent which may be difficult for some to understand, then the captions ensure the viewer can understand what is being said. |
| Accessibility Feature 2 | Text to speech | Text-to-speech can allow blind people to still follow certain guides. In addition, Audio is popular among our primary audience of 18-44 because over 50% of people in this age group have listened to audiobooks before, meaning that users within this age group could prefer this method of communication. |

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