Brosvike Fitness (Fitness and Wellness App)

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# Problem Description

Wearable technology is becoming more popular and the market for it holds great potential. Brosvike, a new start up, has researched about this field of technology and has decided to get in on this new trend. They developed a line of fitness products including: smart watches, shoes, googles, and contact lens. The intended target audience for their technology ranges from sedentary people who need motivation to exercise, all the way to competitive athletes who require an app which can track their daily progress. It is important for Brosvike to provide a reliable application which can cater to all of their clients’ needs and keep everyone happy. Although their technology is top of the line and can accurately measure statistics with great precision, they lack a team of dedicated developers to design, develop and maintain a system for their equipment.

Brosvike currently has a mobile application which manages the user’s personal statistics. The data is stored locally on the user’s phone. However, Brosvike would like to have a more flexible system that would connect users and form a fitness community, as well as moving the data storage to the cloud. This system should be deployed as a mobile application.

# System Capabilities

The new system will enable users to:

* Collect and store information pertaining to their biology (height, weight, age, activity level, etc.)
* Collect and store information for their daily nutrition intake (calories, protein, fat, etc.)
* Collect and store information pertaining to their daily fitness (heart rate, calories, steps, etc.)
* Collect and store information pertaining to fitness activities they participated in (running, soccer, basketball, gym workout, etc.)
* Connect to like-minded individuals who share similar fitness interests
* Add friends to their fitness community circles
* Remove individuals from their fitness community circles
* Receive feedback and tips from the app to improve their health: e.g. The app will recommend users to consume more/less of calories, fats, water, etc. depending on their height, weight, age, and daily activities
* Connect via Wi-Fi (Internet) and transmit data to the cloud (databases in the cloud)
* Connect via mobile data (Internet) and transmit data

# Business Benefits

It is anticipated that the deployment of this new system will provide the following business benefits to Brosvike:

* Increase client satisfaction and thereby client usage of the equipment and app
* Maintain correct and current statistics pertaining to the client’s daily activities
* Increase client user base by allowing clients to network with each other and getting their acquaintances to join them in using the app

Brosvike Fitness-Wellness App

# Problem

Brosvike has developed line of wearable technology products intended to assist individuals in becoming healthier and happier.

# Need

Information system (app) to collect and track information about activities, the biology of individuals and share this data through cloud service on a daily basis.

# Subsystems