



Proposal for DUX Assignment 1

Theme: **Health and Fitness**

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1.Name of App

After some considerations, I have decided to name the App “CovFit”.

Rationale:

The name of the app is derived from combining the first half of the word “Covid” with the word “Fit”, having the result of the name rhyming closely to resemble the word “Covid”.

By naming this app “CovFit”, it summarises the entire purpose of the app into the name, alluding to potential users that this app was created specifically during the coronavirus to keep users healthy with simple home workouts without equipment when the gyms are closed due to lockdowns.

2. Research

For this DUX Assignment, I will be working on a fitness app that allows users to exercise and stay fit from home during lockdowns when gyms are closed.

As an athlete myself, I often visit the football field in Ngee Ann Polytechnic and play football as a hobby, to relieve academic stress and improve my physical fitness. I understand how gym goers and other athletes feel when the facilities are closed, and they are unable to exercise. As such, I chose this concept to work on so that athletes can workout at home without equipment and continue to maintain a healthy lifestyle.

Even after the height of Covid-19 pandemic, as more people settle back into their normal exercise routines, the gym would be more frequented and as such, gym becomes more crowded and there are lesser equipment and facilities to cater for all. By keeping this app active, users can track gym traffic and continue to workout from home to avoid the crowd. Psychologically, this reduces the fear of missing out and athletes can remain fit and healthy from home.

Additional Information (Statistics):

These statistics will help to strengthen my point on why I chose to work on this concept.

According to Obesity Open, in 2020, during the height of the Coronavirus Epidemic, “10.5% of adults aged 18 to 74 years old were living with obesity in Singapore, an increase by 8.6% from 2017” attributing to different reasons such as Work From Home (WFH), sedentary lifestyles, unhealthy eating and closed gyms...

Prevalence of obesity among children aged 6 to 18 years old have gradually increased from 13% in 2017 to 16% in 2021.

Based on these statistics, we can see that Covid-19 has a detrimental effect on the health of youths and adults alike, and an increase in obesity could lead to chronic health diseases such as diabetes and high blood pressure.

As such, to maintain a healthy population, it is imperative that I proceed with this concept to reduce obesity. Having such an app would help combat the growing obesity rates from Covid-19 and post Covid-19 endemic.

3. Description

Even during the post Covid-19 endemic, to keep this app relevant for future potential customers, here are some enhancements that I would add to the app:

1. Firstly, **A gym traffic map** to check how crowded is the gym + opening and closing hours, to keep users informed and plan on whether they would prefer to work out at home or go to the gym.
2. Secondly, if user is on the way to the gym, and the gym is suddenly crowded, **reroute the user to the nearest uncrowded gym** if they still insist on using gym facilities.
3. Lastly, **suggest proper outfits and gym etiquettes for new users** so that users do not get hurt when using gym equipment.

With proper post Covid-19 app enhancements in place, this could greatly improve user's experience and ensure safety at the open gyms after lockdown.

Target Audience:

The primary target audience are for **users who are unable to access a convenient gym**. With this app, users can easily do exercises from home without the need of any state-of-the-art gym equipment. This keeps users fit and combat against rising cases of obesity. Furthermore, as more and more people are involved in Work from Home (WFH), this app provides quick 5 minutes workout for users to stretch their legs and greatly improve blood circulation and mental stimulation.

Additionally, we can broaden our target audience to include more users, which can potentially be:

- **New Users:** Teaching them how to do exercises correctly so that they don't injure themselves when working out. The app can also educate them proper gym etiquettes so that users can learn how to use the equipment safely post Covid-19
- **Experienced/Seasonal Athletes:** Users can select their preferred training intensity to maximise their workout and get the best out of their training sessions.

- Exercise Influencers: The app allows streamers to post SFW (Safe for Work) videos to viewers so that users can adopt and cultivate good exercise habits, routines, and a healthy diet.

Having a wider range of demographic gives more credibility to our app and acts as a form of advertising for other users as well.

4. Features for Mobile App

In this section, I would be explaining some main features that my mobile app would have. These functions are more suited to assist users in exercise during the peak Covid-19 pandemic but can still be used post Covid-19 endemic.

- i. A **timetable** that lets users plot out their preferred exercise workout, with a **notification system** to remind users when they must do their workouts.
- ii. An **online video system** that users can use to watch exercise influencers do their workouts.
- iii. A **recommendation page** that suggests different forms of **healthy diets** and different forms of **workouts** which users can adjust the fitness intensity to suit their preferences.
- iv. A **booking system** that allows users to book a private slot at the gym and use gym facilities after paying a fee.

- v. A page that **tracks users exercise data**, with a filter to choose between daily, weekly, monthly, or yearly. This page will display information such as user's **exercise time**, user's **heartrate**, and other statistic.
- vi. A **membership** that users can subscribe to and gain access to personalised benefits.

5. Features for a smartwatch

An accompanying smartwatch can track data more easily, being more portable and convenient to use as compared to carrying a mobile device during exercise. These additional features will greatly improve user experience during workouts.

- i. A **music feature** that syncs to the user's music platform (Spotify, YouTube, SoundCloud etc...) on their mobile device via Bluetooth so that users can listen to their playlist and scroll through their songs with ease during exercise.
Benefits: This improves mental simulation during exercise and keep's users focused and calm during workouts. Furthermore, users get to enjoy the music that they want.
- ii. A **heartbeat sensor** that directly measures heartrate on the user's wrist during exercise.
Benefits: Provide more accurate data that can be displayed and stored on the statistics page on mobile app that user can review through. Can also track for any irregularities

in heartbeat so that users do not overexert themselves and collapse.

- iii. A **stopwatch** that countdown the time that users take to complete 1 set.

Benefits: Provide more accurate data that can be displayed and stored on the statistics page on mobile app that user can review through. Furthermore, keep users on track with their exercise schedule.




- iv. An emergency calling system that can contact emergency responders.

Benefits: If user collapses alone due to overexertion on the body during exercise, the Smart Watch can automatically measure heartbeat and call emergency services and provide them with location information for rescue.

These features are mostly different from the mobile app, as they can work independently from the mobile app but can still sync information to the mobile app via Bluetooth.

6. Competitive Analysis

By understanding our competitor market, we can analyse on different functions that our customers would like to have, and how to improve on our products. Having a good analysis and researching strategies helps us spot industry trends and work on new features to implement.

Name of App	Best Feature	Cons	Pricing	Support
ActiveSG 	Book public facilities for free by the community club	Very confusing UI experience	Free	Phone, email
Nike Training Club 	1-on-1 training session with a private coach, full access to private gym facilities	More of a sports store selling equipment, rather than a fitness tracker app	Varies on price of goods	ChatBot, Phone
Aaptiv 	Personalised workouts suited for people with different exercise needs.	The app is run by AI, not much human interactive experience	\$14.99 per month	Email

7. Core Objectives

1. A user wants to record the time it takes to complete 1 set of fitness workout and review his training data so that he can improve himself.
2. A student studying from home (HBL or whitespace week) who wants a quick 5-minute workout to stretch so as to stay focused for his/her online lessons.

8. References

OPEN Singapore - Obesity OPEN. (2023, March 15). Obesity

OPEN. <https://obesityopen.org/open-singapore/>

ActiveSG -

https://www.activesgcircle.gov.sg/?_hstc=165096928.1

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Nike Training Club –

<https://www.nike.com/sg/ntc-app>

Aaptiv –

<https://aaptiv.com/>