

HACKATHON 2025

ICT ACADEMY IN ASSOCIATION WITH OPENWEAVER & CII

PRELIMINARY ROUND

1. Business Overview

What does the business do?

Fitdio is a fitness business app designed to help fitness professionals, such as personal trainers, gym owners, and fitness coaches, manage their clients and businesses efficiently. The app provides tools for scheduling, billing, progress tracking, client communication, and fitness program creation. Fitdio aims to streamline day-to-day operations, improve client engagement, and enhance the overall management experience for fitness businesses of all sizes. It may also include features for client onboarding, payments, goal setting, and reporting to help optimize the growth and success of fitness businesses.

2. Customer Needs

Who are the business's customers, and what do they need?

1. **Fitness Enthusiasts:** Individuals who are committed to improving their health and fitness and need an all-in-one platform to track their exercise, nutrition, and lifestyle.
2. **Gym Members:** People who are actively working out at gyms and want access to personalized workout plans, nutrition tracking, and scheduling for group classes.
3. **Health-Conscious Individuals:** Customers looking for a holistic approach to fitness that combines exercise, nutrition, and health updates.
4. **Bodybuilders and Athletes:** Those seeking advanced bodybuilding exercises, diet charts tailored for muscle building, and progress tracking.
5. **Fitness Trainers and Coaches:** Professionals who want to provide clients with an integrated solution to monitor workouts, progress, and nutrition.
6. **People with Busy Lifestyles:** Customers who want a calendar to organize workouts, track meals, and stay on top of health updates in one platform.

Their needs would include:

1. **Comprehensive Tracking:** A way to monitor calories, nutrition, workouts, and progress, all in one place.
2. **Customizable Diet & Exercise Plans:** Access to tailored diet charts and bodybuilding workout plans that align with their personal goals.
3. **Group Class Scheduling:** Easy access to group classes, including scheduling and reminders, to stay motivated and social.

4. **Health and Fitness Updates:** Ongoing health tips, fitness challenges, or industry news to keep users informed and engaged.
5. **Calendar and Organization:** A calendar feature to schedule workouts, meals, appointments, and group classes in one spot.
6. **Clothing and Accessories Integration:** Shopping features or recommendations for fitness clothing and accessories that align with their fitness goals.
7. **Motivation and Community:** Social features such as community groups, forums, or progress sharing to keep customers motivated and engaged.

3. Website Purpose

Why does the business need a website?

1. Brand Presence and Credibility:

- A website helps establish credibility and professionalism, providing a platform where customers can learn more about the business, its offerings, and its values.
- It serves as a digital storefront, which is crucial for building trust and brand recognition.

2. Centralized Information Hub:

- The website acts as a hub for all information related to the fitness services, from exercise plans and diet charts to product offerings (such as fitness clothing) and group class schedules.
- Customers can easily access resources, FAQs, blog posts, health updates, and updates about new features or products.

3. Customer Acquisition and Marketing:

- A website is vital for reaching potential customers through SEO (search engine optimization), paid advertising, and social media integrations.
- It can provide landing pages, promotional content, and calls to action to convert visitors into app users or paying customers.

4. User Experience and Integration:

- The website can provide a preview or sign-up gateway to the app, offering users the ability to register, download, or sync their app data directly.
- Features such as personalized diet and exercise plans or calendar syncing could be showcased with demos or tutorials to attract users.

5. E-Commerce for Clothing & Accessories:

- A website facilitates online shopping for fitness clothing, accessories, and other merchandise, helping to generate revenue and engage customers further.
- E-commerce integration enables seamless purchasing, promotions, and product recommendations.

6. Support and Customer Service:

- A website provides an accessible platform for customer support through live chat, help center articles, or contact forms to assist users with any inquiries or issues.
- It can also include tutorials, videos, and guides to help users navigate the app and make the most out of its features.

7. Community Building:

- A website can host forums, blog posts, or events related to fitness, allowing users to engage with each other, share experiences, and stay motivated.
- Newsletters, health tips, and challenges can be distributed through the website, keeping the community engaged and connected.

8. Collecting Leads and Data:

- It can serve as a platform to collect leads, such as email sign-ups for newsletters, fitness guides, or special promotions.
- Data collected from website visitors can help the business understand customer preferences and improve its services and offerings

4. Key Challenges

What problems could the website help solve for the business?

The business needs a website to establish its online presence, build credibility, and serve as a central hub for its services, including fitness tracking, diet charts, group classes, and clothing. It enables customer acquisition through marketing and SEO, facilitates e-commerce for clothing and accessories, and provides an easy way for users to sign up, learn about the app, and access resources. The website also supports customer service, community engagement, and data collection, enhancing the overall user experience and helping the business grow in a competitive market.

5. Important Features

What are the three most important features the website should have?

The website should have an integrated e-commerce platform for purchasing fitness clothing and accessories, a user-friendly sign-up and onboarding process for easy app registration and access to personalized fitness plans, and a content that offers resources like diet charts, workout plans, group class schedules, and health updates to keep users engaged and informed. These features will provide a seamless and comprehensive experience for visitors, encouraging them to explore and use the app.

6. Target Audience

Who will use the website, and what should it do for them?

The target audience for the website includes fitness enthusiasts, gym members, bodybuilders, health-conscious individuals, and fitness professionals such as trainers and coaches. The website should provide them with easy access to personalized fitness plans, diet charts, workout routines, group class schedules, and health tips. It should also offer a seamless e-commerce experience for purchasing fitness clothing and accessories, facilitate app sign-ups, and create an engaging community for motivation and support. Ultimately, the website should enhance their fitness journey by offering convenience, resources, and a sense of community.

7. Competitor Insights

What is one thing competitors are doing online that this business can learn from?

One thing competitors are doing online that this business can learn from is offering personalized, data-driven recommendations based on user behavior and progress. Many fitness apps and websites use data from user activities, such as workout frequency, diet tracking, and fitness goals, to provide tailored suggestions for workouts, nutrition, and products. By incorporating a similar feature, this business can improve user engagement and satisfaction, helping customers feel more supported in achieving their fitness goals and creating a more personalized experience.

8. Design Preferences

How should the website look or feel to match the business's style?

The website should have a clean, modern, and energetic design that reflects the business's focus on fitness and health. It should feature a visually appealing color scheme, with bold and motivating tones such as vibrant blues, greens, or oranges, paired with minimalist design elements to keep it user-friendly and easy to navigate. The layout should be responsive and mobile-friendly, ensuring a seamless experience across all devices.

9. Content Needs

What information or content should the website include?

The website should include clear descriptions of the app's features, such as personalized workouts, diet charts, and group classes, along with an e-commerce section for fitness clothing and accessories. It should offer an easy sign-up process, client testimonials, and a blog with health tips and fitness advice. The site should also display group class schedules, provide support and FAQs, and include social media links to foster community engagement. This content will inform, engage, and support users, driving both retention and conversions.

10. Next Steps

What is one thing the business should do to get started on their website?

The business should start by defining its website's core structure and user flow, outlining key sections such as the e-commerce store, sign-up process, fitness resources, and client testimonials. This will help create a clear blueprint for the website's design and functionality, ensuring it meets the needs of the target audience and aligns with the overall business goals. From there, they can proceed with designing the website and gathering the necessary content to populate each section.