

Real World Application (A3-1) Corey, Simon, Lili, Mat

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# skyeFIT

WEB APPLICATION



# DESIGN PROCESS

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## Brand Attributes

- Inspiration, exercise, motivation
- Simple layout, dark tones
- Sans-serif typefaces, clear messaging

## Brand References

- Nike, My Fitness Pal, Anytime Fitness

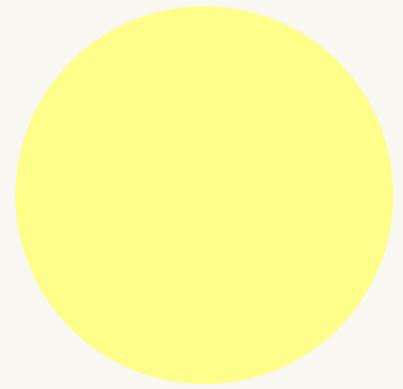
## Client Demographic

- Early-20s through to mid-40s
- Students, office-workers
- Active, moderately tech-savvy

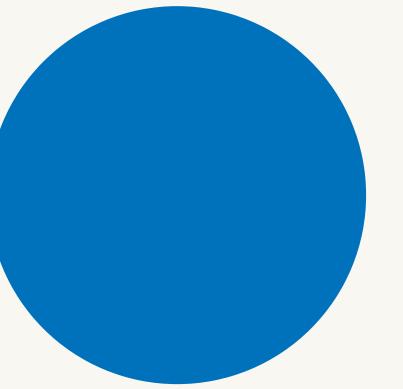
## Inspiration

- My Fitness Pal
- Bodybuilding.com

# COLOUR PALETTE



#fefefe8a



#0072BC

SKYE FIT

# IMAGERY



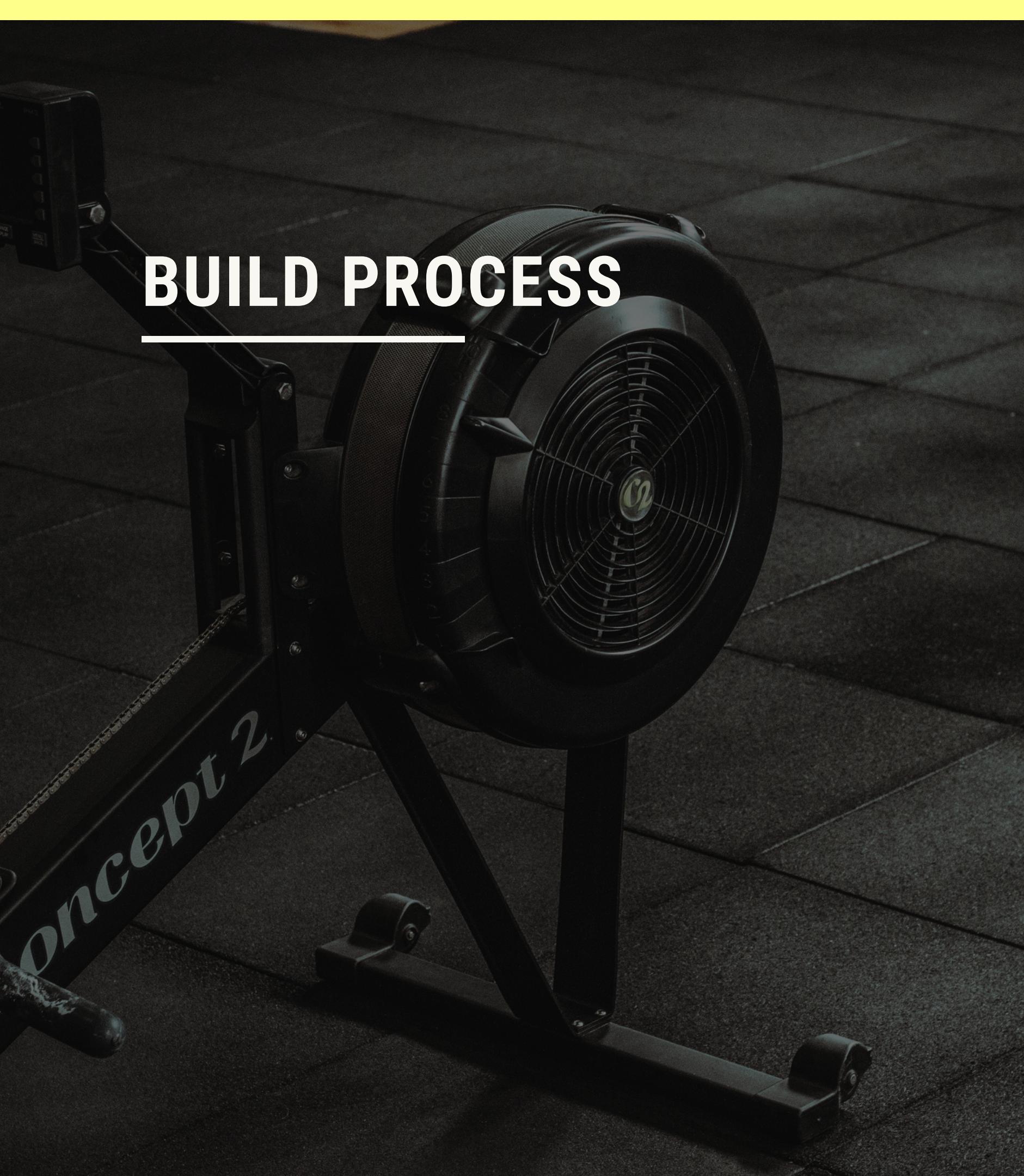
People



Exercise



Gym

A black Concept2 indoor rowing machine is shown from a low angle, focusing on the flywheel and the front of the machine. The word "concept2" is printed diagonally across the front frame.

# BUILD PROCESS

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## Challenges

- Implementing the Nutritionix API
- Connecting the Front-End with the Back-End
- Deploying the Front-End and Back-End

## Ethical Issues

- Data Privacy - Our app contains sensitive user information
- Data Security - Ensuring third parties cannot access any data from the app

## Favourite Parts

- Simon - Working with the API
- Corey - Learning more about React, Styling
- Lili - Donuts, Team collaboration
- Mat - Working with the API