

Lift Lit - Market Analysis and Strategy

Customer Problem Statement

Students face significant challenges in maintaining an active lifestyle due to their demanding academic schedules. Balancing deadlines, assignments, and exams often leads to neglecting physical activity, which negatively impacts both their mental and physical health. This imbalance exacerbates stress levels, hinders overall well-being, and affects academic performance, highlighting the urgent need for a practical solution.

Market

Globally, there are approximately 254 million students enrolled in higher education. Alarming, 88.2% of students report feeling overwhelmed, equating to around 224 million individuals struggling to manage stress. Moreover, the American Heart Association reveals that “only about 1 in 4 high school students get the recommended hour of physical activity daily.” This data underscores a pressing dual challenge faced by students: managing academic stress while addressing inadequate physical activity levels.

The target audience for Lift Lit includes students aged 16 to 25 who are striving to balance their academic responsibilities with physical health. By focusing on this demographic, the app seeks to fill a crucial gap in the market, offering an accessible, tech-driven solution.

Delivery Method and Explanation

The Lift Lit mobile application will be available on both Android and iOS platforms, ensuring widespread accessibility. With younger generations heavily reliant on smartphones for productivity and daily tasks, this delivery method effectively reaches the intended audience. By seamlessly integrating with other apps and devices, Lift Lit provides a user-friendly experience designed to empower students to prioritize fitness amidst their busy schedules.

App Features

Calendar Integration:

- Syncs with popular platforms like Google Calendar and Notion to help users schedule workouts alongside academic commitments.
- Notifications remind users of their planned workout sessions to ensure consistency.

Step Tracking:

- Uses GPS technology to track daily steps, presenting data through visually appealing bar graphs.
- Push notifications encourage movement, such as reminders to take a short walk or perform a quick exercise after prolonged inactivity.

Health Monitoring:

- Connects with wearable devices to track metrics like sleep quality and heart rate.
- These insights allow the app to personalize workouts, ensuring users are well-rested and physically prepared.

Push Notifications for Motivation:

- Prompts designed to maintain user engagement and promote a consistent fitness routine, even during stressful periods.

Data Visualization:

- Displays detailed summaries of activity levels, sleep quality, and fitness progress to motivate users and provide actionable insights.

SWOT Analysis

Strengths

The strength of our application is the ability to scale to the user's needs. Users who have a bigger workload still have access to workouts that allow them to maximize their time while prioritizing their health. People

Weaknesses

The product could be improved to incorporate more users such as working professionals. However, this would be a much larger market where competitors such as personal trainers would have greater prevalence. Another potential problem is that our product is also marketed to students during the school year which means the product will lose a lot of users during the summer.

Opportunities

Market opportunities such as back-to-school season and partnerships with university fitness programs can help expand the product's reach. During back-to-school seasons marketing could cause an influx of new users due to students trying to keep active while achieving good grades. The fitness partnerships with universities could create an atmosphere where the app is used in coordination with athletic programmes to empower athletes.

Threats

This app's main feature requires users to use an external calendar program to track their assignments and studies. Without access to these calendars, the app would not be able to schedule workouts. Thus, it is reliant on companies like Google and Notion to continue to give external applications access to user's calendars.

Competitors

The app "Home Workout" can compete with this application due to the app containing quick workouts the user can do without equipment at any time. However, it does not sync with the users' calendars.

Another competitor to this fitness app is personal trainers. Personal trainers are able to tailor better quality workouts to their clients compared to this application. However, the cost of personal trainers bars many people from accessing quality workouts with a schedule that fits their needs.

Lastly,

Investors

University and school boards could invest in this product to support their students to increase the health of their students. Universities also already invest in many wellness programs for their students meaning this app could fit into their programmes and sync with university schedules so there is a mutual benefit.

Calendar application companies such as Notion might invest in this company. This is because it would allow greater built-in functionality in their product.

Athletic companies like Adidas or Gatorade could invest in this product. If enough users are active advertisements like videos of workouts featuring trainers wearing or using the company's product.

This would incentivize users to purchase products of the companies making it mutually beneficial for the athletic company and Lift Lit.

Accessibility Features

1. **Text-to-Speech Functionality:** To assist users with visual impairments, the app will include a text-to-speech feature. This will allow users to listen to their notifications, schedules, and workout plans rather than reading them. This ensures that visually impaired users can engage with the app effectively.
2. **Customizable Text and Contrast Options:** The app will feature adjustable font sizes, font styles, and colour contrast settings to support users with visual impairments, including colour blindness. These settings will make the interface more user-friendly and accessible to a broader audience.

References

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