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The one stop Fitness App

AI is one of the most important breakthroughs humanity is working on at the moment

— Sundar Pichai

Without big data, you are blind and deaf and in the middle of a freeway

— Geoffrey Moore

According to Accenture data, the AI healthcare market is expected to hit $6.6 billion by 2021.

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WHY EXISTING SOLUTIONS ARE NOT ENOUGH

No Personalized Training Schedule & Diet Plans

Existing Fitness apps are not personalized and give a common exercise and diet schedule to everyone

Simple Gamification Techniques Doesnt Motivate Anymore

Giving points /in-game currency/levels for workout out has become a traditional way of retention which is not engaging anymore

No customized playlist according to the mood while working out

User listens to music as a source of entertaintment which is not personlized to their dynamic mindset

USER PERSONAS

John, 19
Student

Introvert
Nerd
Lazy

Painpoints

- Forgets to workout daily
- No motivation to push limits
- want a personalized diet plan - - without entering details

Goals

- Reduce belly fat
- exercise daily
- get good grades
- Build Muscles

Alexa, 40
Consultant

Busy Schedule
Up for challenges
Socially Active

Painpoints

- Personalized home exercise
- Product suggestions relatec daily lifestyle
- Playlist depending on mood
- Unable to complete daily

Goals

- Get fit
- Listen to music based on mood
- Special offers/discounts for workout

HOW kinetic IS DIFFERENT

- AI based GYM Trainer & Nutritionist
- AWS based Image processing based customized exercise planner
- AWS big data based products recommendations on amazon store
- Mood based personalized music playlist

BASIC FEATURES

- Points based Gamificatiton model & weekly milestones
- GPS based foot steps counter
- Tracking calories burned, distance travelled
- Height , Weight & BMI data storage
- Milestones and Badges

AI BASED NUTRITIONIST

Concept

Amazon Rekognition offers pre-trained and customizable
Based on the past activity i.e Calories burn , walktime and workout . A personalized calorie intake with right amount of proteins , carbohydrates alongwith detailed dietplan will be showed

Features

- This plan will be dynamic and would change based on past day's activity
- If a particular item is not available with you , You can directly order it with amazon store and apply accumulated points to get discounts
- The app will display your weight projections in future
- User can modify the diet plan based on how fast they want to loose/gain weight

Benefits

- Diet Plans in accordance with activity will be created to make an impact in user's body
- Alternate food items will be suggested in accordance with product's availabiltiy in that area
- User can keep a track of weight vs nutrition to make sure deficiency is not created within them

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AWS based Image processing based customized exercise planner

Concept

Amazon Rekognition offers pre-trained and customizable computer vision (CV) capabilities to extract information and insights from your images and videos.

Features

- User can click their photo and upload on the app
- Amazon Rekognition will identify the areas on body with excess fat
- A give a personalized plan to improve the body and reduce the fat especially of those areas
- On constantly uploading photos, A's Rekognition will find the difference in body fat and a detailed report of improvement will be provided timely

Benefits

- This will act as a All time personal GYM trainer
- Personalized circuits could be prepared for spot reudctuion
- Timely improvements in the body can be accounted

Mood based personalized music playlist

Concept

Person's mood can be detected by Amazon HALO , This data can be used to determine the set of songs that the user will prefer to listen over the others while working out .Also , Reminders can be set on Alexa to remind about workout daily and a new type of exercise that one can try out .

Features

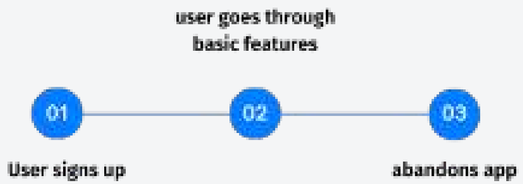
- Halo's input could be used to detect the mood of user, Hence projecting similar songs of that type
- If for example legs workout on previous day was not completed, App would recommend a new exercise focussing on legs next day
- Alexa will be synced with the app ,it will be reminding the user to workout ,steps left to complete daily goals and workout time spent vs devoted

Benefits

- Music is often listened while exercising, However the mindset or mood is not same daily. Thus user does not have to search for new songs
- Chances of completing the workout will increase with constant poking of alexa
- There will be less chance of forgetting about workout

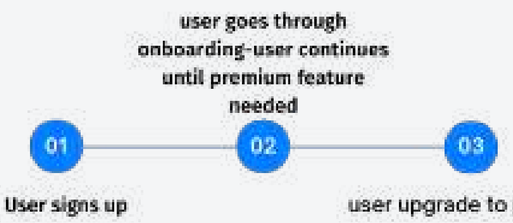
JOURNEY MAP OF USERS.

COMPETITOR APP USER 1

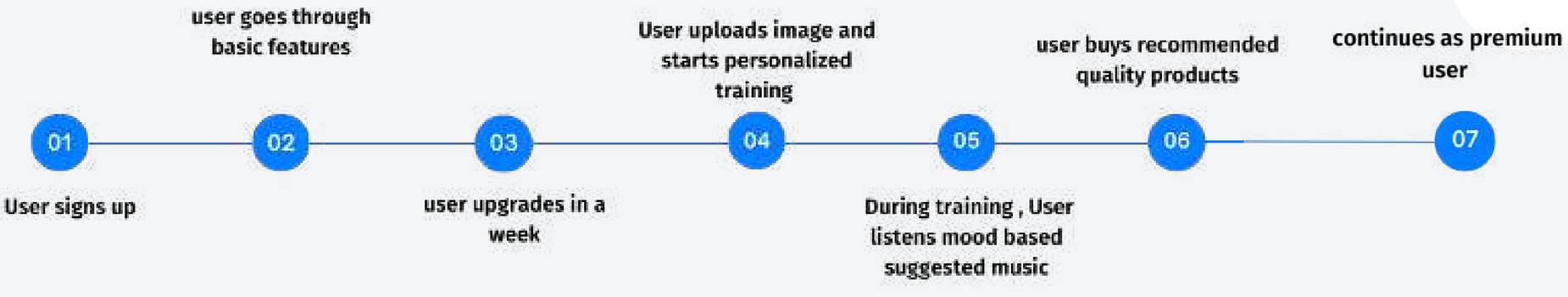


COMPETITOR APP USER 2

COMPETITOR APP USER 3



akinetic USER



WIREFRAMING & USER JOURNEY

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SOLUTION 1

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The one stop Fitness App
John
Adams
DashBoard
Workouts
My Body
Settings
Contact Us
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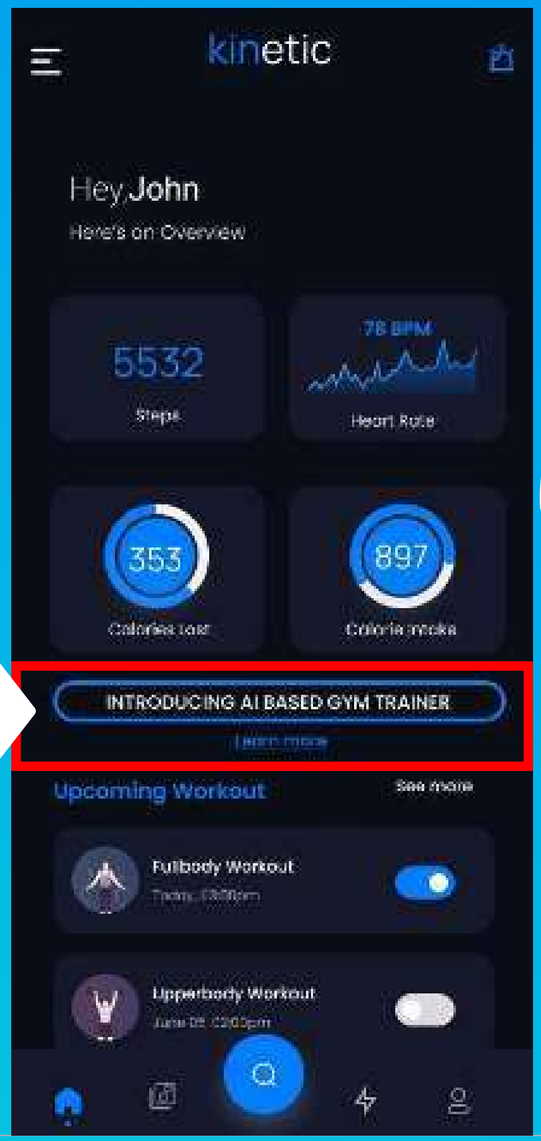
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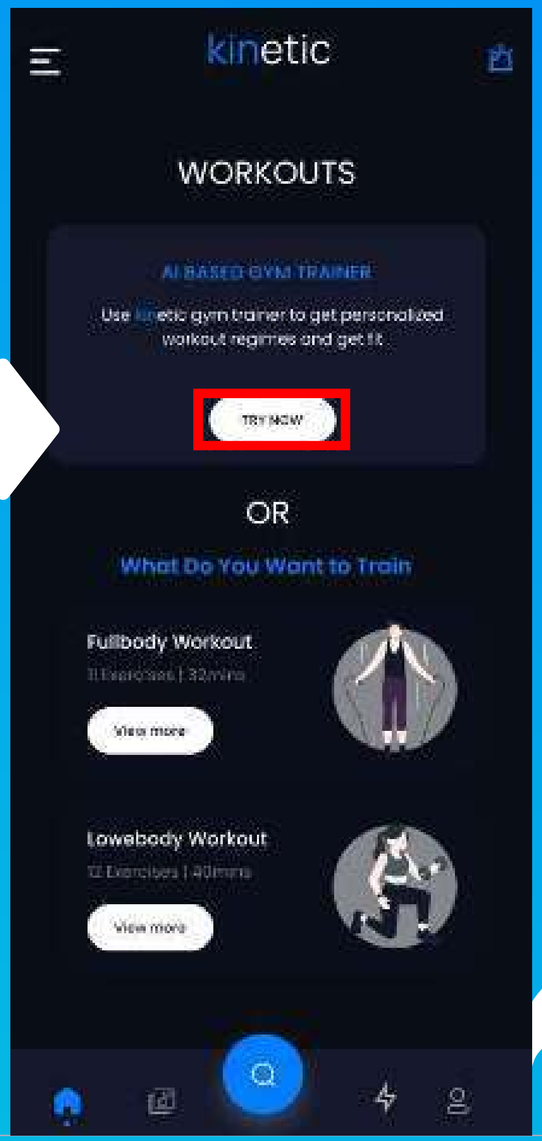
Hey,John
Here's an Overview
5532
Steps
78 BPM
Heart Rate
353
Calories lost
897
Calorie make
INTRODUCING AI BASED GYM TRAINER
Learn more
Upcoming Workout
See more
Fullbody Workout
Upperbody Workout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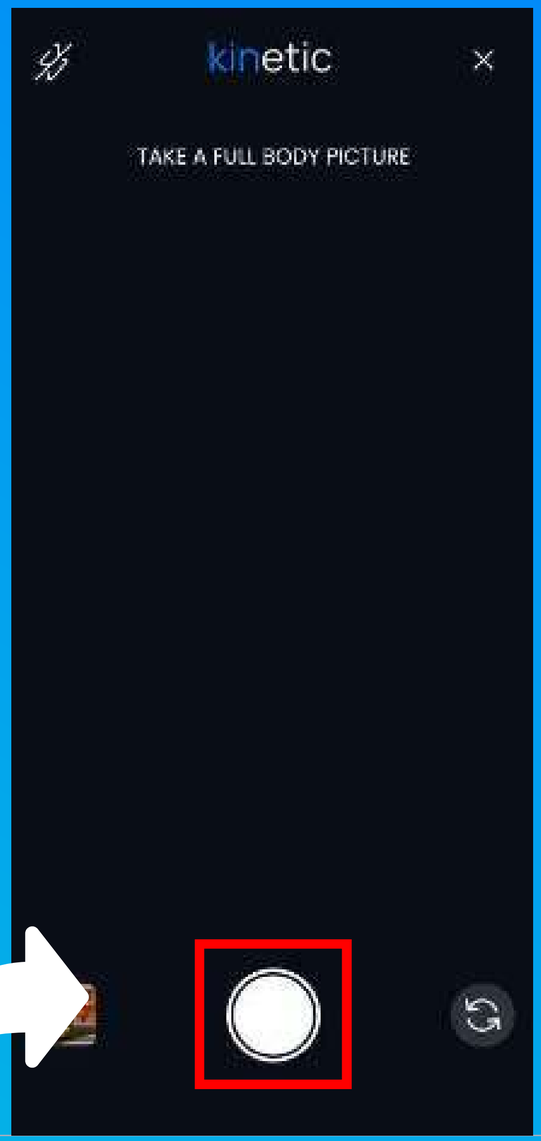
WORKOUTS
AI BASED GYM TRAINER
Use kinetic gym trainer to get personalized workout regimes and get fit
TRY NOW
OR
What Do You Want to Train
Fullbody Workout
View more
Lowebody Workout
View more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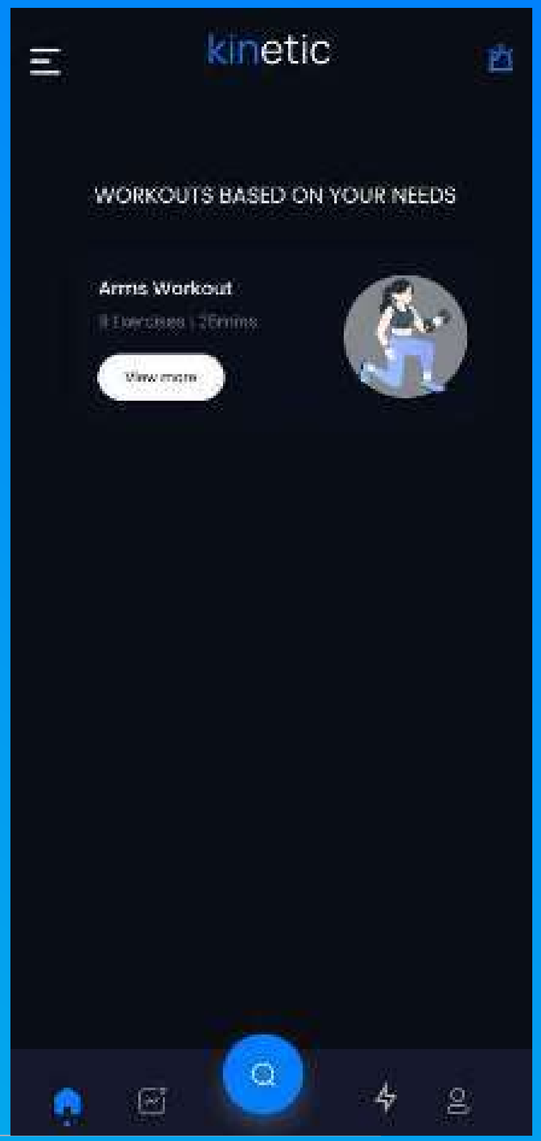
TAKE A FULL BODY PICTURE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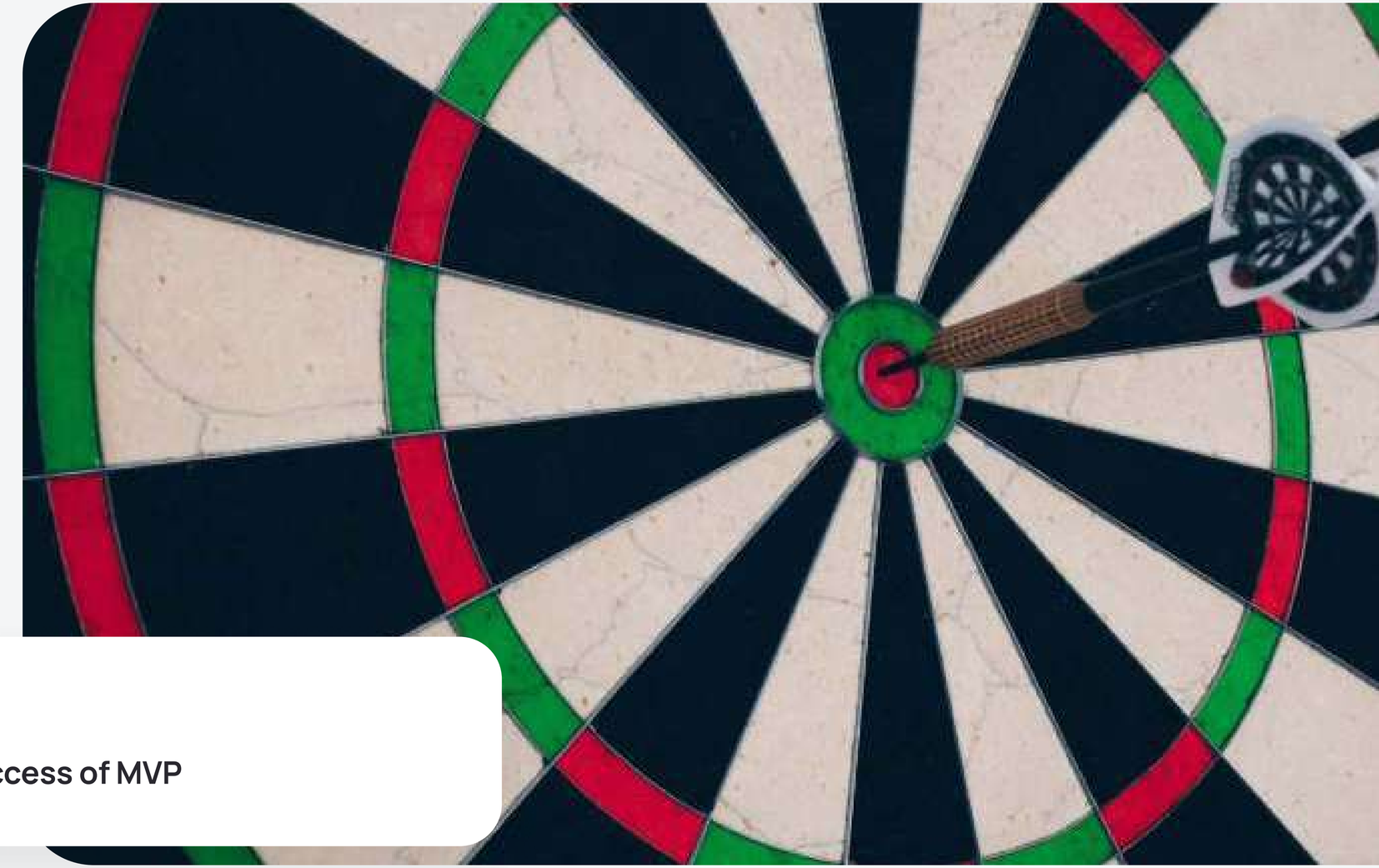
WORKOUTS BASED ON YOUR NEEDS
Arms Workout
View more

MVP strategy

Acquisition	App store optimization , Digital marketing laeding to 4:1inorganic to organic B2C customers initially and sales fleet for b2b customer accqussitions
Activation	A simple in-app registration process, of signing up with email for a two month free trial
Retention	Reviews and feedbacks to improve user experience, employing push notifications
Referral	Apart from 'worth of mouth' , creating incentive referral campaigns,rating promts,one click sharing
Revenue	Various customizable subscriptition options for consumers and valuable product for corporates

SUCCESS METRICS.



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Measuring the success of MVP

NORTH STAR METRICS

Number of times AWS is invoked by kinetic users

Success Metrics for solution 1

- ✓ Number of images uploaded
- ✓ DAU
- ✓ Stickiness Ratio
- ✓ Adoption Rate
- ✓ Number of days consecutively worked out
- ✓ Average number of photos uploaded

Success Metrics for solution 3

- ✓ CTR
- ✓ Number of successful conversions
- ✓ Adoption Rate
- ✓ Stickiness Ratio
- ✓ Net Promoters Score (NPS)
- ✓ Ratio of successful conversions to CTR

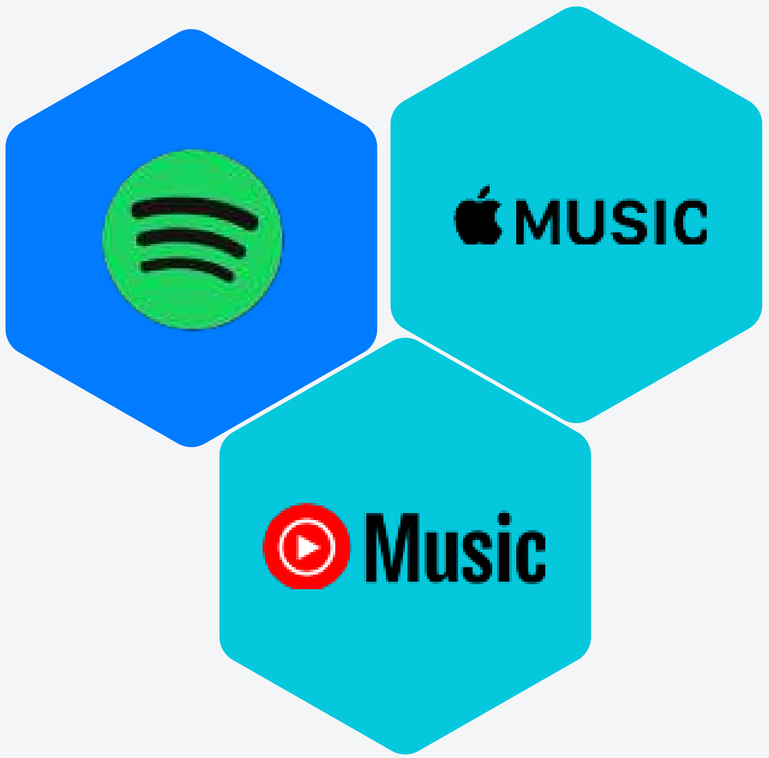
Success Metrics for solution 2

- ✓ Ratings by users
- ✓ DAU
- ✓ Stickiness Ratio
- ✓ Adoption Rate

COMPETITORS

DIRECT

INDIRECT



FUTURE ROLLOUTS

Developing MVP into a Product

Features to take kinetic to new heights and target more users

- Building in-app communities for GYM trainers/nutritionist/doctors
- A social platform where people share stories ,posts related to fitness , their tranformation or them exercising
- Discussion forum /polls on various fitness topics
- Live location based nearby people’s workout comparision’

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THANK YOU

Submitted by -

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