



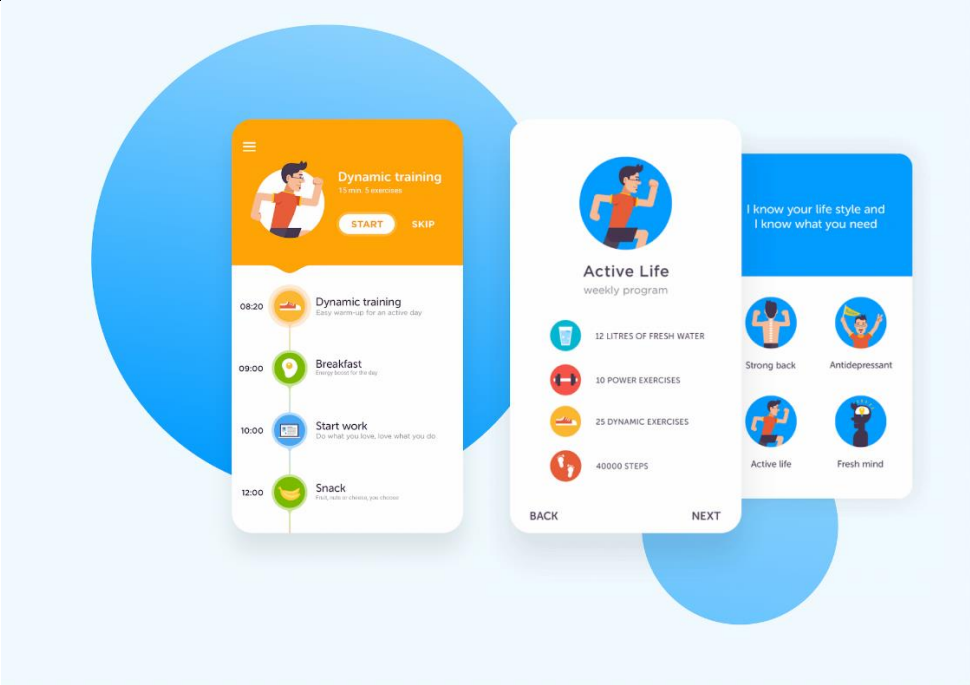
Project Design Phase-I

Proposed solution for **AI-powered Nutrition Analyzer for Fitness Enthusiasts**

S.No.	Parameter	Description
1.	Problem Statement	<p>Most of the users have to use multiple apps to track their fitness activity, do workout, exercises & meal planning. People loose interest after a while as they find it very cumbersome to use different apps and keep track of it.</p> <p>Solution to the above is and mobile application that will help users develop the habit of practicing daily to track their progress (activity, meal, nutrition intake, workout. etc.) and stay motivated especially when they are slacking.</p>
2.	Idea / Solution description	<p>During the pandemic, the fitness industry, particularly in India, caught a lot of attention and attraction from people of all ages and gender.</p> <p>The apps in this category can track a user's physical activity - pretty much everything you've done during the day. Activity tracking apps collect user information about the number of steps taken, stairs climbed, hours slept, distance and speed run, and calories burned.</p> <p>The app shows the user data on the app screen, and the app is usually capable of building charts, saving routes on the map, and showing the user's progress.</p>

		<p>Global Fitness App Market Size, 2017-2023 (USD Million)</p>  <table><thead><tr><th>Year</th><th>Market Size (USD Million)</th></tr></thead><tbody><tr><td>2016</td><td>400</td></tr><tr><td>2017</td><td>450</td></tr><tr><td>2018</td><td>550</td></tr><tr><td>2019</td><td>650</td></tr><tr><td>2020</td><td>850</td></tr><tr><td>2021</td><td>1100</td></tr><tr><td>2022</td><td>1500</td></tr><tr><td>2023</td><td>2100</td></tr></tbody></table>	Year	Market Size (USD Million)	2016	400	2017	450	2018	550	2019	650	2020	850	2021	1100	2022	1500	2023	2100
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3.	Novelty / Uniqueness	<p>The arrival of fitness apps is no less than a boon for those who find it difficult to spare visiting a gym or fitness club but want to maintain a fit lifestyle.</p> <p>If you are thinking of developing a fitness mobile app that can become a chartbuster on the App Store or Play Store and outdo the ones that are already in the market, then you can think of adding these five advanced features into it:</p> <ol style="list-style-type: none">1. Wearable devices integration2. Social media sharing3. Calorie counter4. Altimeter and Pedometer																		
	Social Impact / Customer Satisfaction	<p>Making the fitness app stand out of the crowd, it must include the features like:</p> 																		

		<ul style="list-style-type: none"> User Profile It will consist of all the personal details of the users, including name, size, weight, height. You can even add features like allergies, ailments, etc. Physical Conditions Tracking It will track users' daily activities like the number of steps walked, oxygen level, blood pressure, calories burnt, sleep duration, pulse monitoring, arterial tension, etc. Diet Features You can provide free diet plans to your customers and charge for personalized plans. Community Building You can provide features that would help build community, which, in turn, would keep your users engaged and motivated. Music/app Integration You can integrate a music app with your fitness app to make workout fun. Wearable Device Integration With these features, users can track their workout, physical conditions on their smartwatches and mobile devices. Workout Videos You can provide training courses by professional coaches, which can be free or paid. You can even include personalized paid training plans for individuals. Push Notifications This feature will remind your users of their fitness plan or time to go to the gym or drink a glass of water. You can even send them reminder notifications if they've not interacted with the app for a while. Social Media Integration Lets your customers share their fitness journey with their friends and relatives on social media. <p>These are the unique features of a fitness app. Perhaps, the final list would depend on your budget and your fitness app's type.</p>
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4.	Business Model (Revenue Model)	
5.	Scalability of the Solution	<p>Uses existing service-delivery platforms, such as the health network of BRAC. Piloted and refined integration of IYCF counseling into this platform. Scaled up (via expansion through replication) across the country in 2 phases over 1 y. Further scaling up took core model and integrated with other BRAC health platforms (e.g., MNCH).</p> <p>Making use of an existing community-based platform, the program was scaled up over 7 y (2004–2011) to cover 70 of Nepal's 75 districts, achieving substantial coverage of interventions, including mothers taking IFA supplements. Gradual phasing out of subsidy programs and gradual expansion of Progres-Oportunidades, building on previously existing health and educational infrastructure, capacity, and personnel.</p>