

# Lean UX Canvas

Title:

Date:

Iteration:

## Business Problem

What business have you identified that needs help?

Lack of Professionals cause problems in fitness industry.Without any gym industry challenge you need to hire professionals.Because you should put people in the shape they want .

Have identified business problems in the fitness industry many people are going to gym to give shape to their body by spending too much time on a gym we can introduce an app which can work for both diet and exercises in home in a small space with convenient time

some of the barriers to enter in Gym, Health and Fitness Clubs Industry such as rental costs, substandard products and services, unorganized players, maintaining chains of centers

## Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Artificial Intelligence to produce custom data related to calorie intake and accordingly make food suggestions. It is a smart calorie counter powered by AI.These recommendations aim to leverage foods one already has, offer ingredient substitutions and hit one's nutrition targets.

Artificial Intelligence and machine learning algorithms identifies the dishes on a menu and then provides the user with the nutritional value that a dish would provide.

## Business Outcomes

(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

*AI BASED PERSONAL TRAINERS  
It is adding more value to your dieting efforts and meal planning.*

*AI BASED PERSONAL TRAINERS  
Personal trainers with considerable one might not be affordable . But fitness application integrated with AI is a perfect way for such people who want to achieve their fitness goals.*

*SMARTER WEARABLE AND OTHER EQUIPMENTS  
It helps to track the exercise time,calories you burned and more.*

## Users & Customers

What types of users and customers should you focus on first?

The target market for fitness apps includes people who are looking for an app to help them reach their fitness goals. This includes people who are looking to get into shape and are in need of motivation. It also includes those who are already active and now want to track their progress or try out new workout routines.

Focusing on the users and customers who are dedicated and ready to be consistent on using this app and they have to be ready to accept the challenges regulary so i will focus on these types of users and customers

As you probably already know, the theoretical target market for fitness products is a broad group of people who are interested in improving their health, well-being and appearance. This means everyone from stay-at-home parents to hardcore athletes are potential customers for a new line of fitness gear.

## User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

Ai integrated wearables work more efficiently and smarter by analyzing your health data such as heartbeats, diabetes signatures, pulse rate, calorie count, weight, etc. To help you out with better exercises the next day, fitness applications also track your daily exercises, time count of daily workouts, and food requirements.

Apple, Google, and Android are some famous tech giants that are planning to create wearables with virtual assistants that can virtually assist the users according to the health data collection.

Moreover, exercise and fitness equipment are also being integrated with Artificial Intelligence so that the users can use them more efficiently to maintain their fitness.

## Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

**Positive effects on body weight**

**Muscular strength**

**Body composition and flexibility**

## What's the most important thing we need to learn first?

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Whether This function gives the user an overview of their fitness activities by day, week, month, or other time period. It helps evaluate the progress in a given period of time and set long term goals accordingly

To help the users bring themselves and their bodies to measurable results.The user sets the desired resu;ts themselves,which means that the process of goal setting should be very simple and clear.

## What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

AI is being used in various fitness gadgets, which ultimately help fitness enthusiasts as well as the amateurs to set and achieve personalized fitness goals. Through various AI-enabled fitness applications, people can improve their performance and stamina of doing a specific exercise.

*Their artificial intelligence learns an imdividual tastes,preferences,body type and then learn exactly to eat.These recommendations aim to leverage foods one already has,offer ingridient substiyutions and hit one's nutrition target.All of this is packaged in a comprehensive nutrition and activity tracker.*

Artificial Intelligence and its subsets have been leveraged by these platforms to identify the calorie intake and then make food recommendations for a healthy diet.