EZ-FIT: EMPOWER YOUR FITBIT DATA FREE OF CHARGE!

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WEBSITE:

EZFIT.ROCKS

TECHNOLOGY USED:

-Mongo.db
-Express.js
-React.js
-Node.js
-Deployed on Heroku
-Git source control

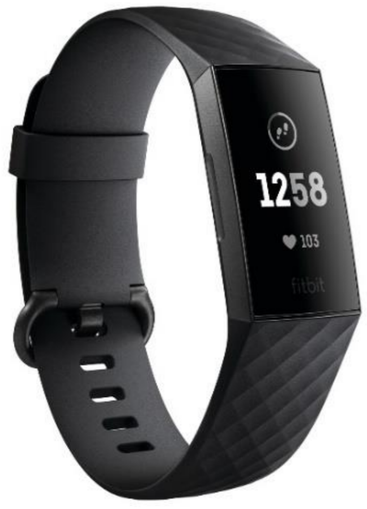
MARKET SIZE:

-13.8 million sold in 2018
-$1.8 billion in revenue
-220 million units of fitness tracking devices shipped in 2019 with FitBit leading the way
-Google's acquisition of FitBit, at a valuation of $2.1 billion, will only increase revenue and user base

TARGET MARKET:

-Athletes, gym members, workout enthusiasts

"Fitbit's mistake was that it promised behavior change, but it behaved like a hardware company. We had the ability to know a lot about our users, but people don't want to be told what they did, they want to be told what to do. It's Fitbit's greatest missed opportunity." -***FitBit employee***



PRODUCT FEATURES:

- Link your FitBit account directly
- Be able to fetch your FitBit data
- Get personalized workout suggestions based on your data
- Track injuries to take into consideration

PRODUCT OVERVIEW:

FitBit is great for tracking your data, but it falls short in not doing anything with it. We can do better by providing workout suggestions based on your data and keeping track of any injuries.

MEET THE TEAM:

ASHWIN BALACHANDRAN:
Was an intern at Kareo (medical office software company) where he will work after graduation. For this project, he was in charge of backend development.
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HARRY PHAM:
Has worked on a team with mentors from Blizzard (gaming company). For this project, he was in charge of frontend development.
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KEITH TACHIBANA:
Has worked on coding projects for JetSuite (private aviation company). For this project, he helped work on the backend development.
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PRODUCT ROADMAP:

STAGE 1:

Complete user account module and integrate FitBit API

STAGE 2:

Complete dashboard and host application on Heroku

STAGE 3:

Finish the password reset and retrieval functions

STAGE 4:

Refine K-means algorithm for workout suggestions

UCI Master of Computer Science