**Landscape section – Daniel**

The global mobile fitness app market is huge and growing fast, with one report predicting the market share to reach $120.37 billion USD by 2030 (Borasi et al. 2021). In 2019 there were 37,143 fitness and health apps on the Google Play store (Ceci, L 2019), these apps range from fitness apps, to sleep cycle trackers and meal prep apps. Due to the saturation of the market with similar products to Versatile Fitness, I have selected three examples of successful and similar apps which I will compare with Versatile Fitness.

The most successful fitness app currently is MyFitnessPal, which launched in 2005 as a calorie counter tool but has since grown to be an all-encompassing fitness app that generated $128 million USD in revenue in 2020. The only area where MyFitnessPal overlaps with Versatile Fitness, though, is in the workout routines feature set. This area of the app includes a library of multi-exercise routines which can be customised by the user. The user can pick and choose which exercises they would like to do in each routine as well as number of sets and reps. Each exercise is accompanied by a video displaying how to perform it. There are trainer tips, and time gates including a rest interval between exercises (MyFitnessPal 2021). These are all similar features to what Versatile Fitness offers; however, MyFitnessPal doesn’t have any aspect of child-involved workouts and doesn’t market itself specifically as a time-friendly at-home workout app. Though the overlap of features isn’t large between MyFitnessPal and Versatile Fitness, due to the share of the market that it commands it will be a difficult process to try and convince people to try a different app.

Another wildly successful fitness app is FitOn, which launched in 2019 and has over 4 million registered users. FitOn offers a social workout experience from your home by offering pre-recorded classes of many different types that you can attend virtually with your friends. It allows integration with wearable technology, and leader boards aimed at fostering friendly competition. You can sync FitOn with your google calendar helping you organise your workout routine around your schedule. You can set a fitness goal and form a specific plan with a custom length; you can fill your plan with your favourite classes. There is a notification system which can be set up to remind you on specific days to ‘get your fix’ (FitOn 2022). FitOn doesn’t quite offer any overlapping features that Versatile Fitness offers but there are overlaps in concepts, such as the notification customisation, though Versatile Fitness leans more into keeping the user motivated via quotes and encouragement. Another overlap, though not a direct feature overlap and more of a goal overlap, is the calendar, giving the user a tool to fit exercise into a busy schedule. Versatile Fitness takes a more on-the-go approach to time management where the user can drop what they are doing and get a quick workout in. Both approaches may appeal to similar demographics so there may be some competition there.

Sworkit is a company with an accompanying fitness apps that was launched in 2012, which now has 10 million registered users. Sworkit offers highly customisable workout routines with features that include, workout time, length of each exercise, rest breaks between exercises, which exercises are included in the current workout and instructional cues allowing you to change what your trainers voice sounds like. Sworkit offers access to certified fitness trainers through means of an in-app help centre, where the user can ask for tailored advice regarding their fitness goals or even nutritional guidance (Sworkit 2022). There is an obvious overlap in Sworkit and Versatile Fitness, and with a 9-year head-start on development Sworkit is no doubt ahead of us. Where these overlaps lie are in the workout presentations, though this kind of functionality is very common across many fitness apps. Where the rarer overlap between these two apps occurs is in the exercises being offered to children. Sworkit has an application called Sworkit Kids. This app is full of workout routines designed to engage and entertain children of all ages (Sworkit Kids 2022). Though from what I could find in my research, Sworkit Kids doesn’t offer mixed workouts for parent and child, they seem to be more aimed at groups of children specifically. Both Sworkit and Versatile Fitness have a mission to tackle adult and childhood obesity in their communities. Where Versatile Fitness differs from Sworkit is in the emphasis Versatile Fitness places on parent and child interaction during a workout, fostering healthy habits to prevent obesity from occurring in the child at all.

The fitness application market is vast and varied, there are many fitness apps that do many different things. All the features in Versatile Fitness are spread out in other apps, barring the parent and child interaction, on the market, but I didn’t come across one app that has all the features Versatile Fitness has in one place. For this reason, I think Versatile Fitness can find a niche in the landscape and become a viable market force.

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