Motivation Section:

Motivation

As of 2018, the Australian Bureau of Statistics (2018) found that 67% of Australian adults were either overweight or obese, which is an increase from 63.4% in 2015 as seen below in figure 1.1. This study was done on 12.5 million people. A current study concluded that only 17.6% of parents exercised regularly, this can be attributed to many factors, the biggest one being parents saying they would prefer to spend their free time interacting with their children (Sukys et al. 2014). As cited by Samataro (2015), a recent study from the University of Pittsburgh revealed that couples or singles without children were less sedentary than parents. This is a problem as children’s fitness levels, which are vitally important to their personality development, are closely attributed to their parent’s exercise habits (Sukys et al. 2014). Samataro (2015) believes this issue is due to the commitments, prioritisation, and unpredictability of parenting. This results in parents finding it difficult to create and maintain a schedule, often neglecting exercise. Hargreaves (2021) discusses the importance of regular exercise and fitness levels being associated with improved well-being, enhanced life, and overall happiness. For centuries regular exercise has been associated with a longer life span and a healthy immune system, however it is only recently that the biological bases of this association has been clearly proven and explained (Hargreaves 2021). With the most recent studies proving the positive effects of exercise on mental health and overall feelings of happiness, parents who exercise will find themselves being more satisfied with themselves and are more likely to live more fulfilling lives. With the increase in overweight and obese Australians, and with many feeling like they don’t have enough time to exercise, it is more important than ever to promote easily accessible exercise alternatives. Our project offers a solution in the form of an android application by providing a time-effective workout routine with varying intensities that can include children. The features of the app will allow parents to easily slot exercise into their busy days and will help provide motivation through motivational quotes and picture. An advanced notification system will help keep the user engaged with the application by sending push notifications with reminders and affirmations regarding their progress. This is important when considering our motivations for designing this app. Parents have high levels of stress when concerning time-management and often neglect themselves to ensure their children are well-cared for. We feel it is important for Versatile Fitness to encourage child involvement due to how important it is for children to be exposed to regular exercise in their formative years (Skouteris et al. 2010). Our app, Versatile Fitness, is aimed primarily at time-constrained parents, however anyone can use it. Our goal is to create a fitness app that will facilitate frequent physical activity for a parent and their child or children, or just the parent, but ultimately to keep busy people physically active. By keeping this at-risk demographic active we hope to help combat the obesity epidemic in Australia by promoting healthy habits in parents and children, thus simultaneously treating the issue, and preventing it.

Employable skills

Throughout the span of this project, we as a team will develop specialised skills related to the task of building a fitness application for an android device. To write the code for Versatile Fitness we will learn to code in the Kotlin and Java languages, we don’t expect to become experts in the languages in the timeframe of this project, but instead to develop enough competency to produce some functional features of the app with plans to outsource the final work or do it ourselves in an extended timeframe. We will greatly expand our skills of working effectively in a team, namely, we will become experts at setting priorities, and meeting strict deadlines. A major part of developing Versatile Fitness will be collaborating with experts in external fields such as fitness and programming, we have and will continue to reach out to contacts in relevant fields and seek their expert advice.

Trends

According to a report by Grand View Research (2022) the market size for fitness apps in 2021 was 1.1 billion USD with an expected annual compound growth rate of 17.6% over the next decade. The report goes on to explain this exceptional growth rate being a result of the waves of global Covid-19 lockdowns giving in-app fitness the edge over gyms and studios. The American College of Sport and Medicine’s Health & Fitness Journal published a report by Walter Thompson (2022) which has mobile exercise apps as the 13th most popular trend for 2022, with wearable technology and home gyms being the first and second most popular trend. Interestingly home gyms have made their first ever appearance in the report, likely due again to the Covid-19 lockdowns.

Potential Drawbacks

The biggest drawback we foresee is visibility, there are currently similar apps, and they may not have all the same features, but they have been in the market for a while, making it harder to convince people that our app will be beneficial. Besides visibility, another drawback would be marketing the product. As our app is aimed mainly at time-constrained individuals or people without much motivation to exercise, potential users may not initially see the benefit of utilising our app. This is where it is our job to make sure the app is presented and marketed in a way that is very appealing to potential users and iterates the main features in a way that draws these potential users into trying it out.

# References

Grand View Research 2022, *Fitness App Market Size, Share & Trends Analysis Report By Type (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking), By Platform (Android, iOS), By Device, By Region, And Segment Forecasts, 2022 - 2030.* Grand View Research, viewed 10 February 2022, <https://www.grandviewresearch.com/industry-analysis/fitness-app-market>

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