

Market Research

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1. Apple fitness

A large competitor in the fitness app market is Apple. Apple has an at-home fitness app called Fitness Plus, a subscription service that costs \$9.99 per month or \$79.99 per year. Users must have an iPhone in order to use the service, and it's even better if they have an Apple Watch, which tracks health metrics throughout the workout. Apple targets iPhone users that workout at home.

There are new workouts posted every week, and there is a big variety of exercise types: kickboxing, meditation, HIIT, yoga, core, strength, pilates, dance, cycling, treadmill, rowing, and cooldowns. Users can filter the videos by trainer, time, exercise type, musical genre, and equipment. These workouts are led by a diverse and inclusive team of over a dozen trainers. There are workouts for any fitness level, making it good for beginners as well as fitness enthusiasts.

When a user is watching a video and wearing their Apple Watch, the video displays the following statistics: calories burned, heart rate, distance run (for treadmill), and how long the user has been working out. Fitness uses three "rings" users are motivated to "close" every day. There is the "Move" ring, which is closed when users hit their target calories burned number. There is the "Exercise" ring which closes when a user completes 30 minutes of brisk activity. Lastly, there's the "Stand" ring, which can be closed by getting up and moving around for at least 1 minute during 12 different hours in the day. These rings motivate users to stay active. If a user is watching a Fitness+ video and hits a milestone like closing their Exercise ring, an animation pops up on the screen to keep them motivated.

Another feature is the "Burn Bar" which is displayed when a user is watching a Fitness Plus video. It shows comparisons with other people who have done the workout before to give users an added push. If a user is pushing harder than other users who have done the workout, they will be at the front of the Burn Bar.

Users can share their activity with friends and family, so they can see how many calories they burned, which workouts they did, how long they exercised for, how many steps they took, and the distance they walked. Users can also compete with friends and family that they share their activity with.

The app offers a great UI/UX experience. The interface is very user friendly and simple to navigate.

A weakness is that **only iPhone users can access this service**, which narrows its market. Also, some workouts require additional equipment, such as a treadmill, weights, and a rowing machine.

Another con is that the app is only accessible on devices within the Apple ecosystem. If users do not have an iPad or an Apple TV, they are stuck watching the workout videos on a tiny iPhone screen.

2. Company: FITTR Health & Fitness Coach

Product Details: Health and Fitness app

Target Group: Anyone who wants to get fit

Features:

- Community that answers all your queries and keeps you motivated
- 600+ certified coaches and experts for personalised fitness and nutrition plans, online personal training, injury rehab, post-pregnancy fat loss, diabetes management, kids training

- Free tools like Calorie counter, Step tracker, workout tracker, water reminder, meal reminder, BMR calculator, TDEE calculator, Body fat calculator and many more
- Free e-book that will help you understand the basics of living a healthy life with core concepts explained in laymen's language
- Nutrition database of 1.1 million food items
- 500+ free exercise videos including Yoga, HIIT, stretching, Mobility, warm-up and weight training
- 7000+ free healthy recipes with cooking instructions and macronutrient details
- Fitcoins for completing challenges which can be redeemed to purchase goodies
- Transformation challenges with annual prize money of over 1 Crore INR/50k USD

Characteristics:

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Weakness:

App is a little glitchy and needs auto scaling solutions

3. MyFitnessPal

Product: Health and fitness (works on android and IOS both).

Features: tracks your diets and exercises

Target group: Mainly the ones who like to stay home and workout or the lazy ones and then the fitness freaks and anyone trying to lose weight and get fit

Special: track nutrients and calories of each food that you are having by finding them in the app by either manually adding, or scanning the barcode of an item or by taking the picture of the food(requires premium subscription)

Everything about the app: It mainly focuses on what you are eating and less on the workouts or physical activities. If you want to lose weight, first it will ask your age, height, current weight, how active you are every day, and your goal. Then they will give you a goal every day about how many calories you have to eat in a day and then you have to keep adding in your diary the number of times you have food and how many calories are consumed. It has a newsfeed that has different links to losing weight, mistakes to avoid, tips from experts, and all that. Then there is a plans sector for workouts, meal plans, nutrients, etc. where you can choose from different plans like eating greens, core workout, total body workout, healthy foods, low carbs, immune system, etc..there are recipes, workouts

At the end on your profile there is an option for intermittent fasting, recipes, workout routines, goals, progress

The Main problem and con of this app is that 80% of the things require a premium subscription. The monthly subscription is \$9.99 and the yearly subscription is \$49.99

4. FitOn

Product: Health and Fitness app

About App: FitOn is a free fitness app that helps you stay on top of your workout and nutrition. The app allows you to improve your fitness through personalized exercises and meal plans based on your needs and preferences. FitOn also provides guided meditation sessions that help you relax and stay focused.

Target Group: FitOn targets user in their 20s to 30s who isn't able to make it to the gym on a regular basis due to time constraints.

How does it work?

To get started, download the app from the app store and create a profile. You'll then be walked through the setup process which will ask you a series of questions based on your fitness level, demographics, fitness preferences, and more.

If you're someone who is just starting out on a fitness journey, you're going to love the way they walk you through how to get set up and give you recommendations for programs. And if you're a fitness pro, looking to bolster your routine and try something new, you're going to find a ton of value here, too.

You'll have the option of creating a designated plan to follow or just picking and choosing which videos you like and watching them on demand. The flexibility is awesome!

Features:

Selection: There's a giant selection of workouts and most of them are conducted by celebrity trainers that we probably know and love.

Personalized: You get personalized workouts plans that are custom-tailored to your specific needs and unique goals.

Community: The community aspect is amazing! You have the option to work it out on your own or invite your friends to do it along with you in real-time - this is something that I have not seen before! There's also the fact that when you're working out, you can see the dozens of others who are working out with you in real-time.

Live Tracking: Once you finish a workout, you get to see where you ranked among the thousands of others who have taken that same class. You'll also see your time spent working out, calories burned, and average heart rate. Additionally, it immediately brings up your phone's camera to take a post-workout selfie to share.

Scheduling: You can set reminders for classes that you want to take and you can favorite classes that you loved. You can also download a class so that you can take it on the go and not worry about wasting cellular data to stream it.

Choose What's Right For You: You can choose workouts based on how much time you want to spend, what trainers are your favorite, and how intensely you want to work out.

Streaming Compatibility: You can stream from your laptop, tablet, phone, or TV.

Unlimited Free Access: This bears mentioning again - you get unlimited access to the app for FREE. Seriously.

Con's: This app doesn't provide meal plans like other apps.

5. App name: SmartGym

This app integrates instruction on training/tracking training data/ Mission Control.

It has both free and in-app purchases editions.

Target users:

- What it wants to solve:

Tired of carrying a piece of paper around the Gym? Or using the notes app to keep track of your workout? SmartGym solves all this in a beautiful, elegant and easy way.

- What it provides:

Create routines with notes, goal, stretches and add specific information to each exercise, like sets, reps, weight and resting timer.

Features:

1. Specified workouts created based on which equipment is available
2. Create and manage routines for users
3. Pre-installed exercises with images and animations
4. Award system as user got through workouts and hit the goals
5. Voice guidance / Siri support
6. History of past training exercise and keep track of history training progress

7. Keep track of body measures
8. Sharing with friend system
9. Integration with health app
10. Charts and other visualization of progress

Special:

- Different platform: Apple Watch/ iPad
- Provide trainer version: regulate student and analysis student's posture with augmented reality

Summary:

1. Ai support suggestions 2. History track 3. Voice support 5. Sharing system and reward system