



# NutriFit

Track | Train | Transform

Group 11

Kishan Thakor (202201217)

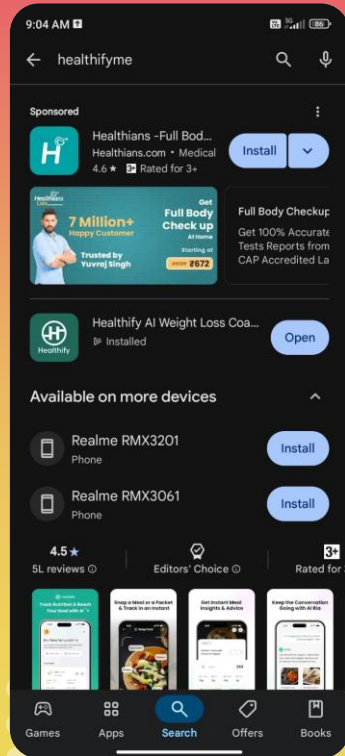
Heman Chauhan (202201267)

Kishan Pansuriya (202201504)

# ***Problem Statement***

- Modern lifestyle challenges make it difficult for individuals to maintain consistent workout routines, healthy eating habits, and access proper fitness guidance.
- Traditional methods like manual tracking, generic fitness apps, and one-size-fits-all plans often lead to frustration, burnout, and loss of motivation.
- Diverse fitness goals—such as weight loss, muscle gain, endurance improvement, or general wellness—require personalized and adaptive solutions, which most current options fail to provide.
- There is a strong need for a comprehensive, easy-to-use, and engaging fitness solution that offers real-time feedback, personalized guidance, and sustainable support for long-term health and fitness.

# Competitive Analysis



## Healthify

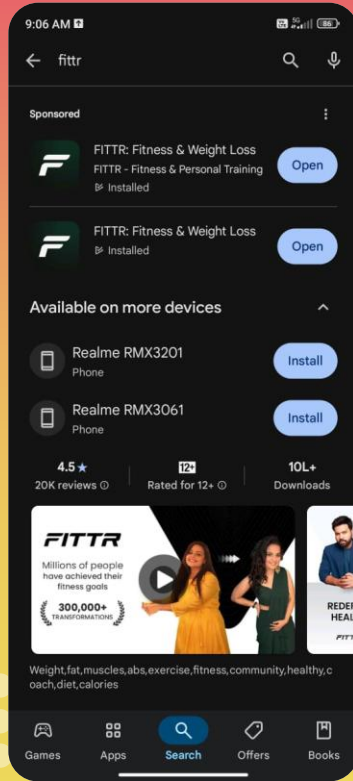
### Strengths

- Personalized Health Plans
- AI Nutrition Assistant (Ria)
- Personalized Health Plans

### Weakness

- No Community or Social Support
- App Performance Issues
- Limited Free Features

# Competitive Analysis



## **FITTR**

### **Strengths**

- Strong Focus on Fitness & Strength Training
- Personalized Diet and Workout Plans
- Free Resources

### **Weakness**

- Not Beginner-Friendly
- Premium Plans Are Expensive
- No AI Assistant
- Limited Indian Food Database

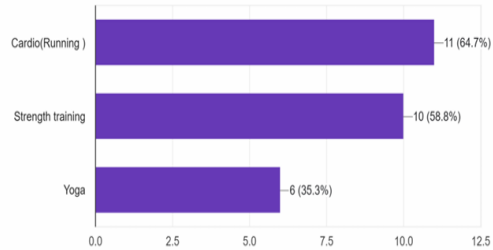
# User Survey

- Which type of exercise do you prefer?
- How much time do you spend exercising per week on average?
- What challenges do you face in maintaining a consistent workout routine?
- What is your primary goal with your diet?
- What type of diet do you currently follow?
- Do you track your calorie and nutrition intake?
- What difficulties do you face in following a diet plan?
- What is your biggest obstacle in tracking your health progress?
- What support do you need to stick to your health goals?

# Survey Results

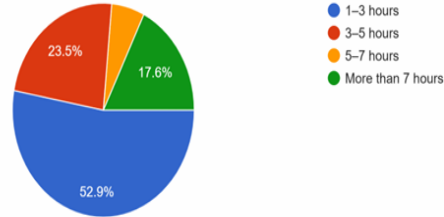
Which type of exercise do you prefer?

17 responses



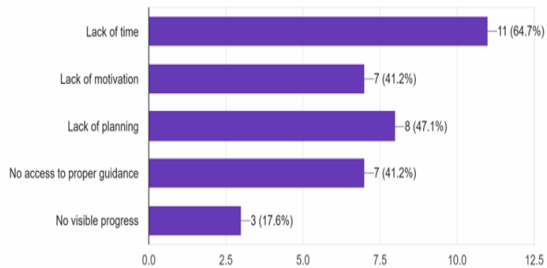
How much time do you spend exercising per week on average?

17 responses



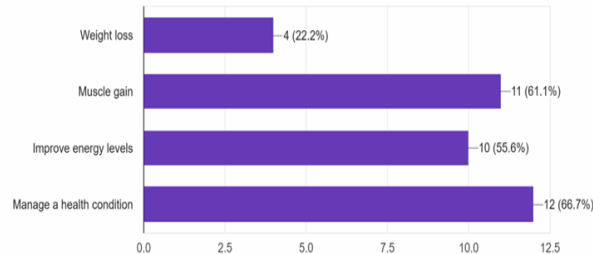
What challenges do you face in maintaining a consistent workout routine?

17 responses



What is your primary goal with your diet?

18 responses

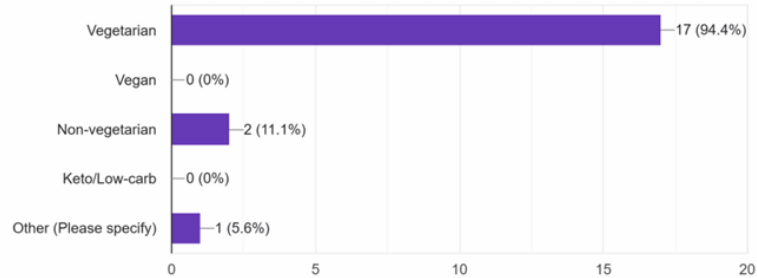


- Most people prefer cardio and strength training, while fewer go for yoga.
- They usually work out 1–3 hours a week, with time being the biggest barrier.
- Health management, gaining muscle, and boosting energy are top diet goals.
- Lack of motivation and planning also make it hard to stay consistent.

# Survey Results

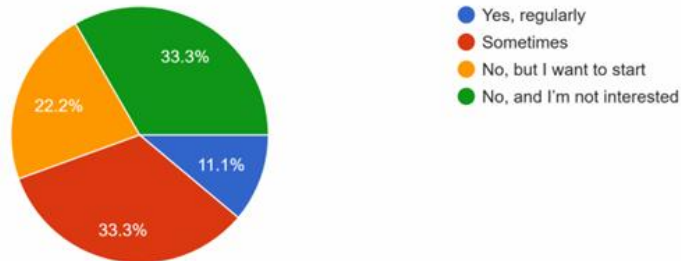
What type of diet do you currently follow?

18 responses



Do you track your calorie and nutrition intake?

18 responses

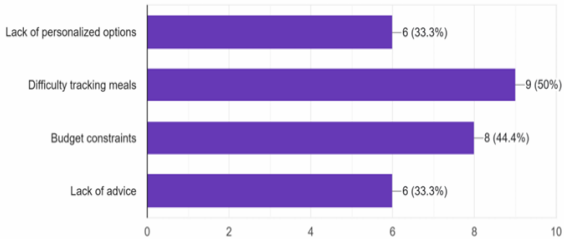


- Most people follow a vegetarian diet, with very few choosing other types.
- Calorie tracking is mixed—some do it regularly, while others don't or aren't interested.

# Survey Results

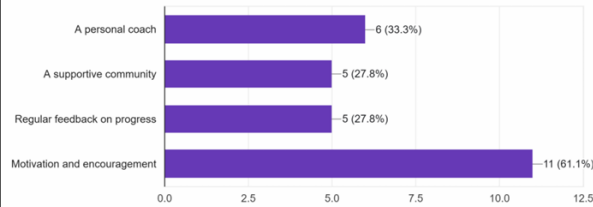
What difficulties do you face in following a diet plan?

18 responses



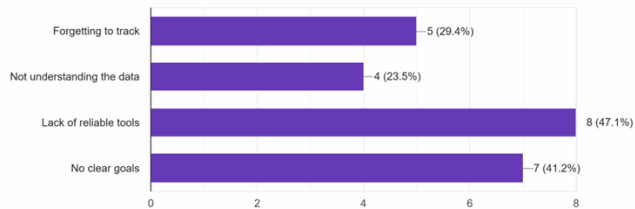
What support do you need to stick to your health goals?

18 responses



What is your biggest obstacle in tracking your health progress?

17 responses



- Many people struggle with tracking meals and sticking to a diet due to costs or lack of advice.
- Motivation and encouragement are the top supports people need to reach their health goals.
- Tracking progress is tough for some because of unclear goals or unreliable tools.
- Forgetting to track and not understanding the data also get in the way



# Design Overview

- Living healthy is tough for everyone due to time, motivation, and consistency issues.
- Many people still use old tools like journals or scattered apps, leading to confusion and burnout.
- Most wellness platforms don't fit everyone, missing out on different body types, fitness levels, and needs.
- There's a need for a simple, personalized, and inclusive solution that supports lasting health improvements for all.



# User Persona



*Fitness is not just a lifestyle; it's an investment in my future self, one small step at a time.*

AGE 24  
JOB TITLE Student  
STATUS Single  
LOCATION Ahmedabad, India

PASSIONATE

CONSISTENT

PUNCTUAL

ADVENTUROUS

## Aarav Mehta

### ABOUT

Aarav Mehta is a 24-year-old Master's student in Computer Science from Ahmedabad, India, passionate about balancing fitness and academics. Living in a shared apartment near his university, Aarav makes the most of his time with bodyweight training, running, and HIIT workouts, all while keeping his routine budget-friendly. With a focus on strength, endurance, and long-term health, Aarav strives to stay active despite the demands of his studies. He loves cooking simple, protein-packed meals like eggs, lentils, and chicken, often experimenting with Indian-inspired recipes. A practical yet ambitious individual, Aarav embraces minimalistic tech and affordable apps to track his progress and stay motivated on his fitness journey.

### GOALS

- Incorporate regular physical activities like cycling and running.
- Plan nutrient-dense meals to stay energized throughout the day.

### NEEDS

- Develop a meal plan with affordable, high-protein recipes that align with fitness goals.
- Incorporate simple, effective body-weight workouts into daily routines that can be done at home or on-the-go.

### PAIN POINTS

- Create a flexible workout schedule that fits into unpredictable academic periods.
- Implement an easy-to-use system for tracking small but meaningful fitness improvements.
- Ensure quick, nutritious meals are available to prevent skipping meals during high-study times.

### PERSONALITY



# Empathy Mapping

## Quotes

What do they say or need to say to others?



### SAYS

- "Fitness is not just a lifestyle; it's an investment in my future self."
- "I like cooking my own food—it's cheaper and healthier."
- "I need something simple and flexible."
- "I prefer bodyweight workouts over gym subscriptions."



### DOES

- Uses minimalistic apps to track fitness and meals.
- Preps quick, high-protein Indian meals like lentils, eggs, and chicken.
- Follows bodyweight and HIIT workouts that don't require equipment.
- Cycles and runs in free time to stay active without needing a gym.

## Actions

What do they do to get the job done?

## Expectations

What do they think about the situation?



### THINKS

- "How can I balance my studies and fitness without burning out?"
- "Is this workout routine really effective for my goals?"
- "Are my meals giving me the energy I need?"
- "I need to find low-cost tools that actually help me track progress."



### FEELS

- Motivated by long-term health and self-improvement.
- Frustrated when academic deadlines disrupt his fitness plans.
- Energized after a good run or a well-planned meal.
- Anxious about staying consistent with so much going on.

## Values

How does this person feel about things?



# User Persona



*"Fitness isn't about perfection; it's about consistent progress and feeling good every step of the way."*

AGE	29
JOB TITLE	Marketing Professional
STATUS	Single
LOCATION	Delhi, India

Calm

EMPATHETIC

CURIOUS

ADVENTUROUS

## Anika Sharma

### ABOUT

Anika Sharma is a dynamic 29-year-old marketing professional with a passion for health, wellness, and technology. Living in a bustling urban area, Anika thrives on staying active with a mix of running, yoga, and strength training, often using their free time to explore new fitness trends. As a tech-savvy individual, Anika leverages mobile apps to track progress, stay organized, and connect with like-minded enthusiasts. Beyond fitness, Anika enjoys cooking nutritious meals and hiking, embodying a balanced and goal-oriented lifestyle. With a positive outlook, Anika believes in progress over perfection, making them a source of inspiration for their peers.

### GOALS

- Focus on losing weight, improving energy levels, and building strength.
- Overcome time and motivation challenges through community support and progress tracking.

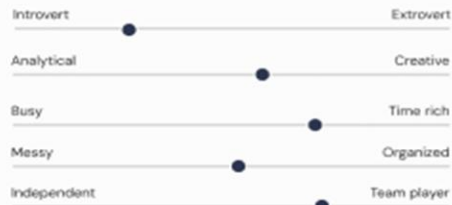
### PAIN POINTS

- Struggles to find time for workouts due to a busy schedule.
- Lacks motivation and support to stay consistent.
- Feels overwhelmed by complicated or unclear health data.

### NEEDS

- Custom workouts and meal suggestions tailored to their preferences (running, yoga, high-protein diet) and busy schedule.
- Gamified challenges, regular reminders, and clear, actionable progress updates to stay consistent and focused.

### PERSONALITY



# Empathy Mapping

## Quotes

What do they say or need to say to others?

### 💬 SAYS

- "Fitness isn't about perfection; it's about consistent progress."
- "I enjoy trying out new workouts, but I need structure."
- "Healthy meals are great, but they must fit into my tight schedule."
- "Tech helps me stay on track, but too many options can be confusing."

### 👤 DOES

- Uses mobile apps for fitness tracking, goal setting, and reminders.
- Explores yoga, running, and strength training depending on energy levels.
- Cooks healthy meals and snacks when time allows.
- Engages with fitness communities for support and motivation.

## Actions

What do they do to get the job done?

## Expectations

What do they think about the situation?

### 💡 THINKS

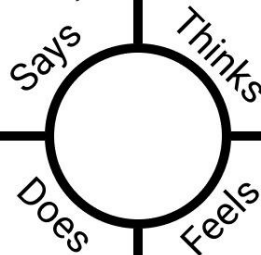
- "How can I stay fit without letting work take over my life?"
- "I need a clear, simple way to track my fitness without getting overwhelmed."
- "Is there something that can keep me motivated on low-energy days?"
- "I wish I had more support or a fitness community to stay consistent."

### ❤️ FEELS

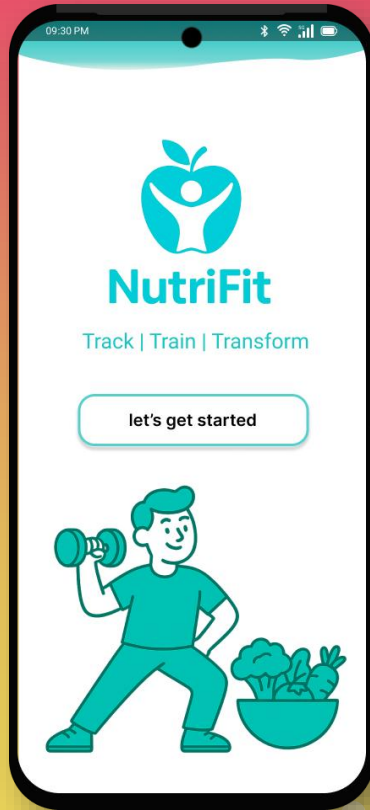
- Encouraged by small wins and steady progress.
- Frustrated when she can't find time for workouts.
- Overwhelmed by conflicting or unclear fitness/diet advice.
- Motivated by gamified challenges and supportive communities.

## Values

How does this person feel about things?

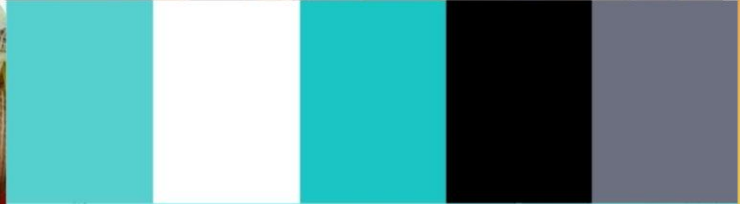






**Nutrifit** is a smart app that helps you stay on top of your health and fitness. It gives you **personal nutrition tips**, **tracks your workouts**, and shares **useful health insights** so you can build good habits that last. Whether you want to **lose weight**, **gain muscle**, **get stronger**, or just **live a healthier life**, Nutrifit fits into your daily routine easily. With the motto “**Track. Train. Transform.**”, Nutrifit is more than just an app—it’s your **daily partner** on the journey to better health and fitness.

# Mood Board

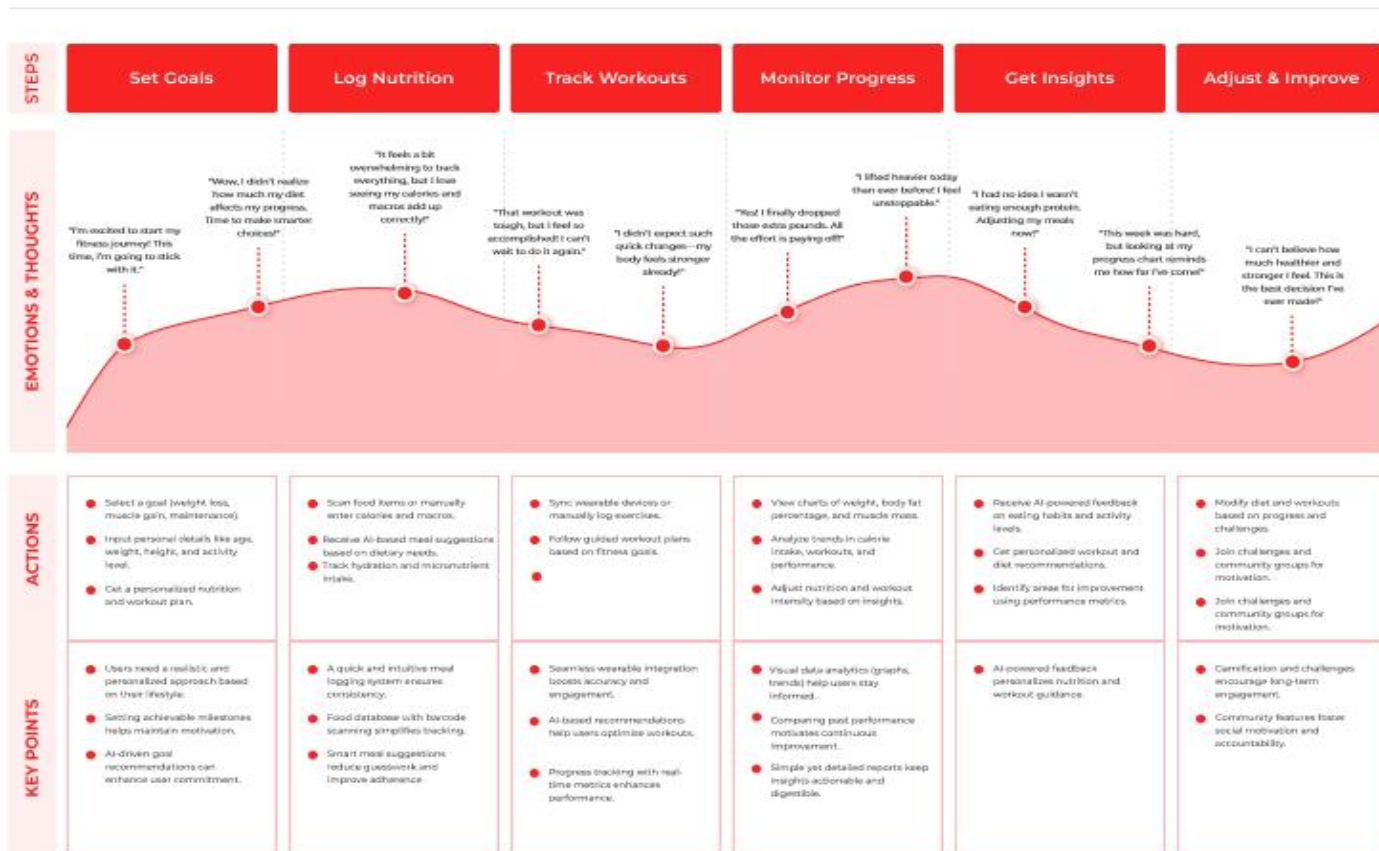


## Typography

- Inter Regular
- Inter Medium
- Inter Bold

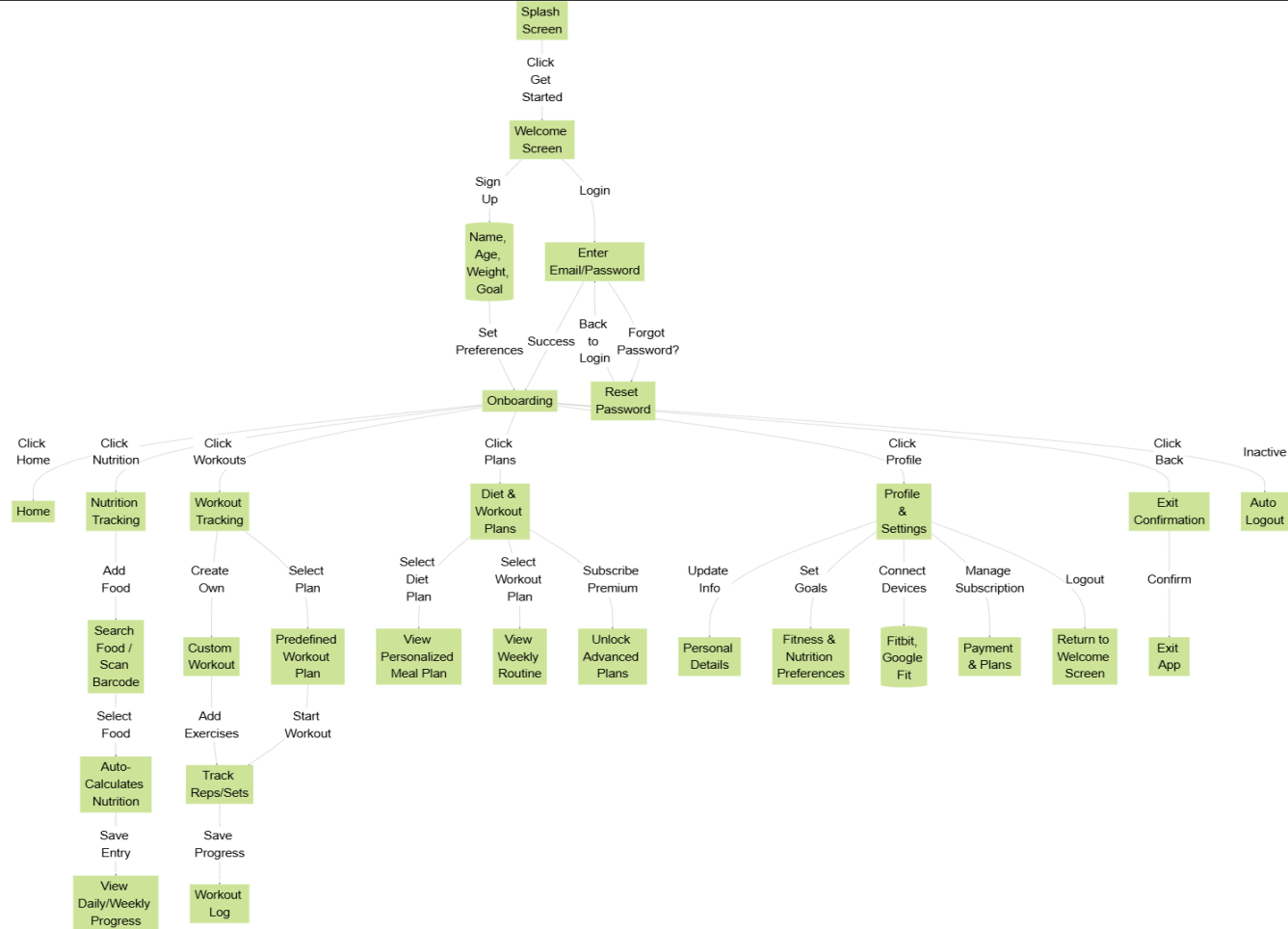
# User Journey Map

## Health and Fitness Tracking





# Information Architecture



# Low-Fidelity Wireframes



Track. Train. Transform

let's get started



### Login

Enter your details to Log-in


Email

Password

Forgot Password?

Login

Or sign with



### Login

Enter your details to Log-in


Email


Password

Forgot Password?

Login

Or sign with





### Register

Enter your details to register

Name

Email Address

Mobile Number

Password

Confirm Password

☐ I agree with the terms and conditions

Next


Need help? [Contact Us](#)

### Forgot Password

Password

Confirm Password

Submit




### Verification

You will get OTP via SMS

● ● ● ● ● ●

Didn't Receive the Verification OTP ? [Resend Again](#)

Submit



Bio

Location

Physical Information

Primary Goal

Food Preferences

← Enter bio

Write Something about yourself

0/140

DONE

← Goal Settings

Current Weight 75.00 kg

Target Weight 70.00 kg

Daily Calorie Intake 1500 kcal

Water Intake 4 liter

Daily Steps Count 10000 step

SAVE

← Physical Information

Name

Gender 

Male

Female

Age

Height

Current Weight

Target Weight

Build

Medical Conditions

SAVE

← Food Preferences



What is your Dietary Preference ?

☐ Vegetarian ☐ Non-Vegetarian ☐ Vegan

☐ Pescatarian ☐ Other ( Specify )

What is your Preferred Cuisine ?

☐ North Indian ☐ South Indian ☐ West Indian

☐ East Indian ☐ Continental ☐ Chinese

☐ Other ( Specify )

Any Allergies ?

☐ Dairy ☐ Seafood ☐ Nuts

☐ Wheat ☐ Pork ☐ Poultry

☐ Others ( Specify )

RESET SAVE

← Today

Enter steps manually

Connectivity

Google Fit

Health Connect

Samsung Health

Connect Wearable

AAAAA

BBBBBB

CCCCCCC

DDDDDDDD

← Today

Calories Tracking 70 %

Diet Plan

Recipes

View Stats

Snap Gallery

Breakfast 190 of 375 Cal

Tea 70 Cal

Biscuit 120 Cal

Lunch 100 of 700 Cal

Salad 100 Cal

Dinner 300 of 700 Cal

Dosa 300 Cal

← Today

Calories Tracking 70 %

Diet Plan

Recipes

View Stats

Snap Gallery

Breakfast 190 of 375 Cal

Tea 70 Cal

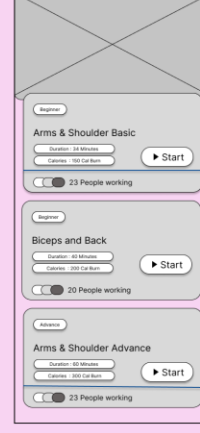
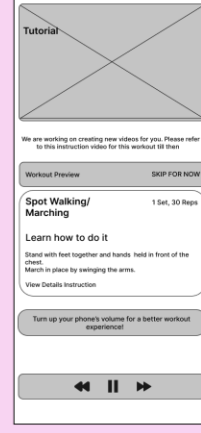
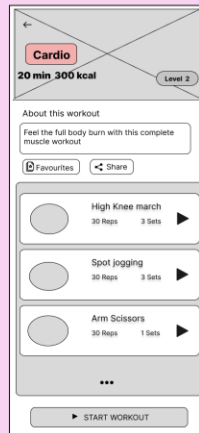
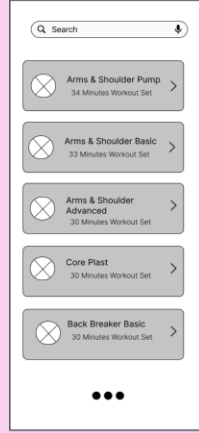
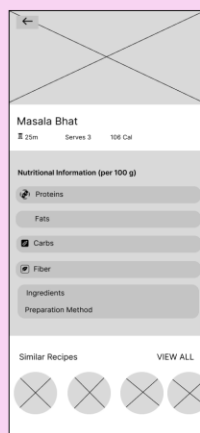
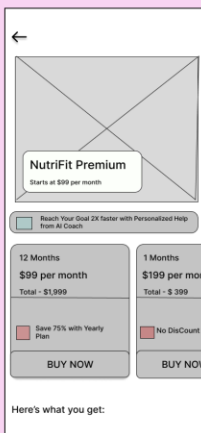
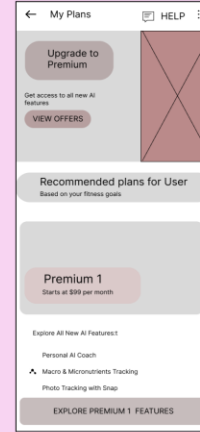
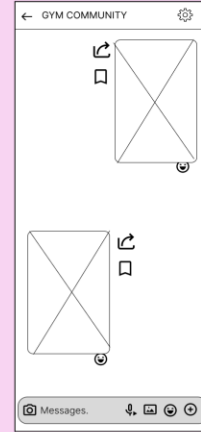
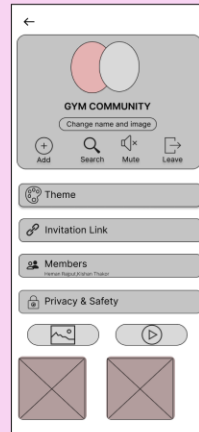
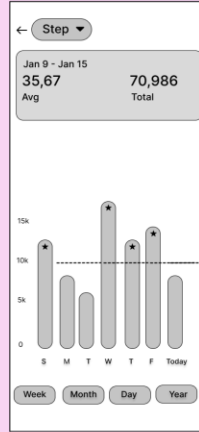
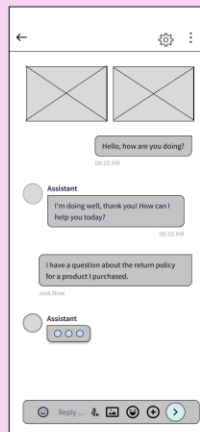
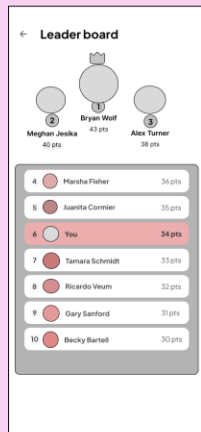
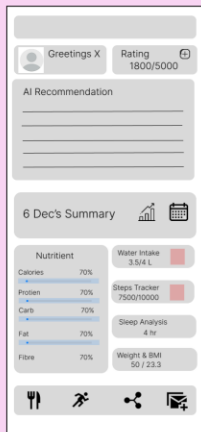
Biscuit 120 Cal

Lunch 100 of 700 Cal

Salad 100 Cal

Dinner 300 of 700 Cal

Dosa 300 Cal

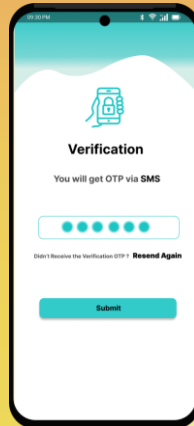
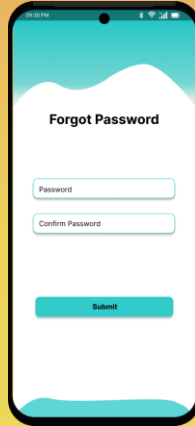
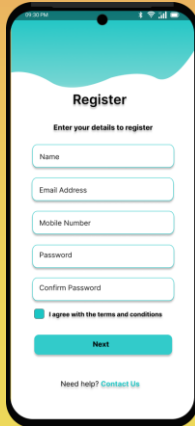
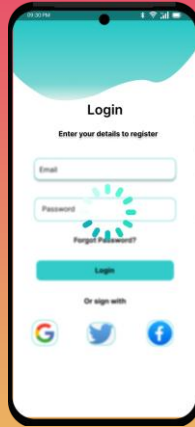
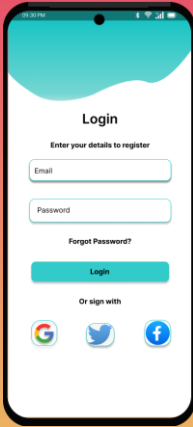
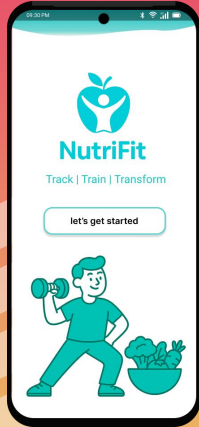




# Hi-Fidelity Wireframes



# Login and Registration



## 1. Splash Screen (NutriFit Welcome)

- Serves as the app's welcoming screen with the logo and slogan: *"Track | Train | Transform."*
- Features a fitness-themed illustration and a prominent "let's get started" button to proceed.

## 2. Login & Registration Screens

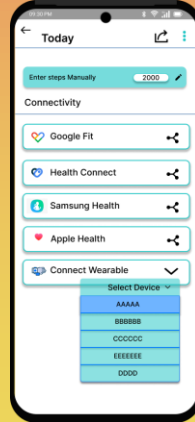
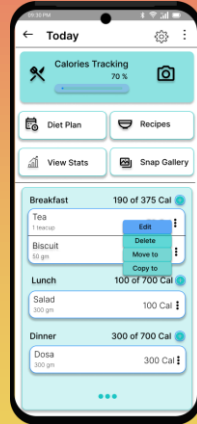
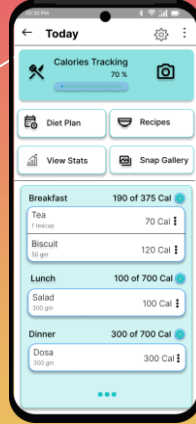
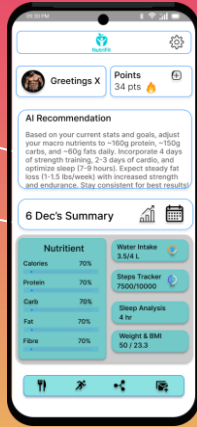
- The Login screen includes fields for email and password with options to sign in via Google, Twitter, or Facebook.
- The Register screen captures user details including name, email, mobile number, and password confirmation, along with terms and conditions acceptance.

## 3. OTP Verification & Password Reset

- The OTP screen guides users through SMS-based OTP input for secure verification.
- The Forgot Password screen allows users to reset their password with password and confirmation fields.



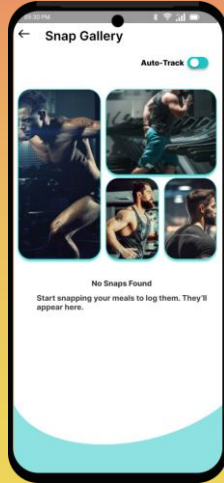
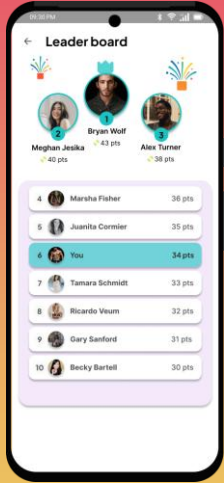
# On Boarding and Tracking



- **Seamless Health Sync:** The app supports connectivity with multiple health platforms like Google Fit, Samsung Health, Apple Health, and wearables, allowing users to sync their steps and activity data effortlessly.
- **Smart Calorie Tracking:** Users can log their meals with calorie details, track daily intake against goals, and easily edit or manage entries, promoting accurate nutrition tracking.
- **AI-Driven Personalization:** The home screen features AI recommendations tailored to user stats and fitness goals, offering guidance on macros, workouts, and sleep for optimized progress.
- **Gamification & Progress Insight:** With points, visual progress bars, and a clean summary of daily metrics (water, sleep, steps, BMI), the app keeps users motivated and informed through intuitive and interactive feedback.



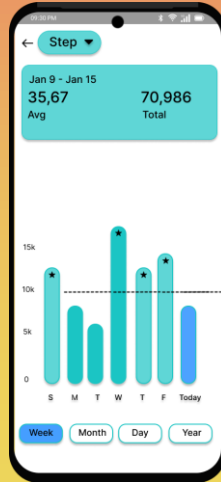
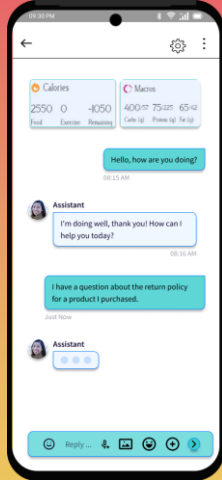
# Gamification and Auto Tracking



- **Gamification via Ranking & Leaderboard:** Your app uses a leaderboard system to foster a competitive environment where users can track their progress relative to others. This gamified approach motivates users to stay consistent with workouts and meal tracking to climb the ranks.
- **Auto-Tracking for Effortless Logging:** The "Auto-Track" toggle allows users to automatically log their workouts or meals, reducing manual input. This feature ensures consistency and accuracy in tracking, making it easier for users to stay on top of their goals.



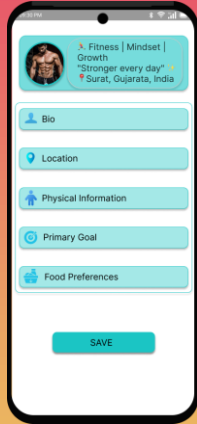
# Chatbot and Statistics



- **Chatbot Assistant:** A built-in AI-powered chatbot provides instant support and guidance. Users can ask questions about nutrition, workouts, app features, or general assistance, making the experience more interactive and engaging. The chatbot also integrates calorie and macro tracking, allowing users to manage their diet seamlessly within the conversation.
- **Statistics & Step Tracking:** The analytics page displays detailed step tracking data, including daily, weekly, monthly, and yearly insights. Users can view total steps, averages, and trends through an intuitive bar chart, helping them stay motivated and monitor their activity levels over time.

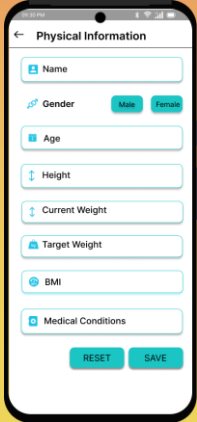


# User Profile and Personalization



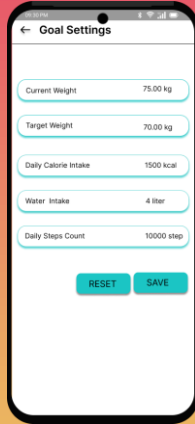
Profile screen showing user details and navigation options:

- Header: Fitness | Mindset | Growth, "Stronger every day", Surat, Gujarat, India
- Navigation menu: Bio, Location, Physical Information, Primary Goal, Food Preferences
- Bottom button: SAVE



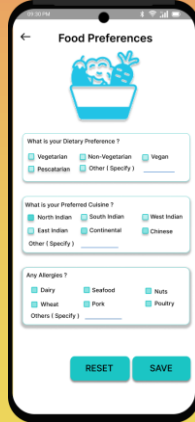
Physical Information screen with input fields:

- Name
- Gender: Male, Female
- Age
- Height
- Current Weight
- Target Weight
- BMI
- Medical Conditions
- Bottom buttons: RESET, SAVE



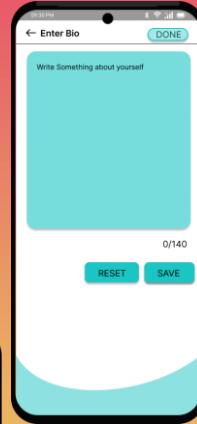
Goal Settings screen with input fields:

- Current Weight: 75.00 kg
- Target Weight: 70.00 kg
- Daily Calorie Intake: 1500 kcal
- Water Intake: 4 liter
- Daily Steps Count: 10000 step
- Bottom buttons: RESET, SAVE



Food Preferences screen with dietary options:

- What is your Dietary Preference?  
☐ Vegetarian ☐ Non-Vegetarian ☐ Vegan  
☐ Pescatarian ☐ Other (Specify):
- What is your Preferred Cuisine?  
☒ North Indian ☐ South Indian ☐ West Indian  
☐ East Indian ☐ Continental ☐ Chinese  
☐ Other (Specify):
- Any Allergies?  
☐ Dairy ☐ Seafood ☐ Nuts  
☐ Wheat ☐ Pork ☐ Poultry  
☐ Others (Specify):
- Bottom buttons: RESET, SAVE

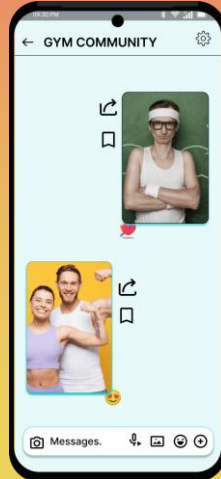
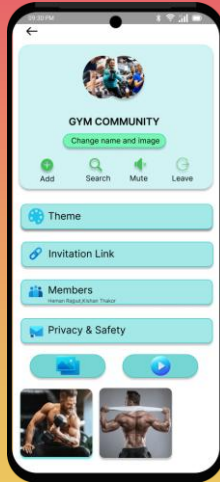


Enter Bio screen with a text area:

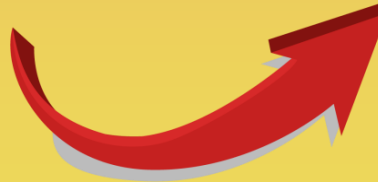
- Header: Enter Bio, DONE
- Text area: Write Something about yourself
- Character count: 0/140
- Bottom buttons: RESET, SAVE

- **Comprehensive User Profile** – Users can input and manage personal details such as name, location, and primary diet to receive tailored fitness and nutrition recommendations.
- **Physical Information Tracking** – The app allows users to record essential details like height, weight, age, gender, and medical conditions for accurate health tracking.
- **Personalized Goal Setting** – Users can set and track their weight-related goals, including current weight, target weight, and ideal calorie intake, ensuring a structured fitness journey.
- **Food Preferences & Dietary Customization** – The app lets users specify dietary preferences and restrictions, allowing it to generate personalized meal plans that align with their nutritional needs.

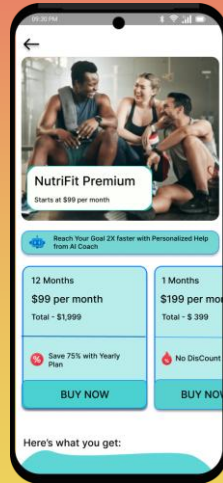
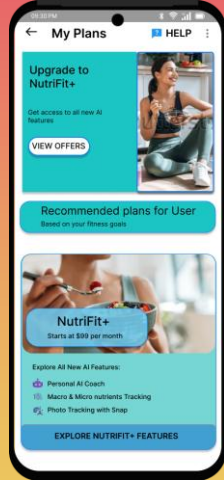
# Community



- **Interactive Fitness Community** – Users can join or create gym communities to connect with like-minded fitness enthusiasts, fostering motivation and support.
- **Customization & Management** – The community can be personalized with a name, image, and theme, while features like invitation links and member management provide seamless control.
- **Privacy & Safety Controls** – Users can manage privacy settings to ensure a safe and comfortable environment for discussions and interactions.
- **Multimedia Chat & Engagement** – The built-in chat allows members to share images, reactions, and messages, making it easy to discuss workouts, progress, and fitness tips in real-time.



# Subscription and Plans



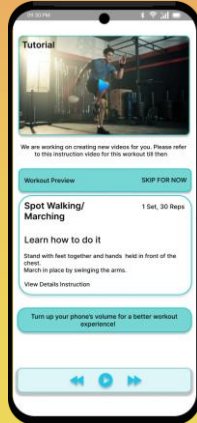
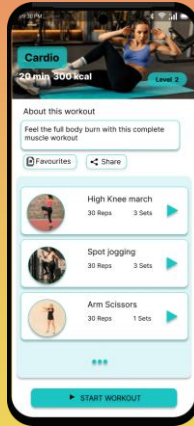
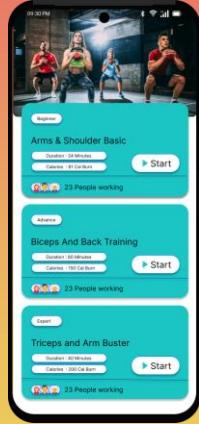
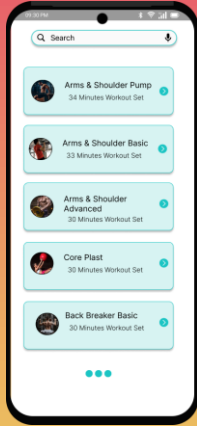
- **Personalized Subscription Plans** – Users can access recommended plans based on their fitness goals, ensuring a tailored experience that meets their individual needs.
- **Premium Features & Benefits** – The NutriFit+ plan includes exclusive benefits such as personalized coaching, AI-driven fitness tracking, and meal & nutrition-based training for enhanced progress monitoring.
- **Flexible Pricing Options** – Users can choose between monthly and yearly subscription plans, with significant savings on long-term memberships (e.g., 75% off for a 12-month plan).
- **Seamless Upgrade & Purchase** – A user-friendly interface allows quick plan upgrades and purchases, making it easy to access premium features with just a few taps.

# Diet Plan and Recipe



- **Recipe Categorization & Search** – Users can easily explore a variety of healthy recipes, organized into categories like "Rice-Based Dishes" and "Salads," with a convenient search function for quick access.
- **Detailed Nutritional Information** – Each recipe includes a breakdown of nutritional values per 100g (proteins, fats, carbohydrates, and fiber), helping users make informed dietary choices.
- **Step-by-Step Preparation Guide** – The app provides a detailed ingredients list and preparation method, ensuring users can follow along easily to cook their selected dish.
- **Similar Recipe Suggestions** – Users get recommendations for similar recipes, making it easy to discover new dishes based on their preferences and dietary goals.

# Workout and Exercise



- **Workout Selection & Categorization** – Users can choose from a variety of workouts categorized by muscle groups, such as "Arms & Shoulder Basics" or "Biceps and Back Training," making it easy to find targeted exercises.
- **Personalized Workout Experience** – Each workout includes details like estimated duration, difficulty level, and progress tracking, allowing users to select exercises that match their fitness level.
- **Guided Exercise Tutorials** – The app provides step-by-step tutorials with video demonstrations to help users perform exercises correctly and safely, enhancing the overall training experience.

