

## IE418 : UX Design for Mobile Applications

### POV Template for Health and Fitness Tracking App



#### Group 11

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User	Need	Insight
A busy working professional	to track meals and exercise easily.	A busy professional struggles to find time for meals and workouts. They need a quick, simple way to stay healthy without adding stress, with a solution that's efficient and promotes a balanced lifestyle.
A fitness enthusiast	To personalize diet and workout plans.	Fitness fans want to get even healthier and stronger. A simple workout or diet plan doesn't work for them because their needs are different. They need a plan and workout that fits their body, goals, and needs. They're looking for something that gives them custom meal ideas, exercises made just for them, and tracks how they're doing over time.
A first-time health tracking user	To understand calorie tracking and nutrition.	For beginners, tracking calories and nutrients can be confusing. A simple tool that tracks calories, explains nutrition basics, and provides clear advice can make it easy to follow in daily life.
A Frequent traveller	To stay consistent with diet and exercise while travelling.	Travelling often makes it hard to stick to a diet or exercise routine. Limited healthy food options and no gym access can slow down fitness progress. A flexible solution, like easy workouts and healthy eating tips for travelling, can help people stay on track wherever they are.
A College student	To stick to healthy habits on a tight budget.	College students struggle to balance studies and health on a tight budget. A simple,

		affordable solution with easy workouts, affordable meal ideas, and progress tracking can help them stay healthy without spending much.
Someone who is healing from an injury and wants to stay fit.	They need easy-to-do exercises that are gentle on their body and advice on what to eat to help them heal.	When a person is recovering from injury, it's tough to keep up with normal workouts, especially if a person can't do anything too hard and tough exercise. They need safe exercises and good food tips to help them get better and stay on track without getting hurt again.
A Senior citizen	To access low impact and easily understandable exercises.	Senior citizens may find complex technology challenging but still want to monitor their health. A simple, user-friendly platform with clear instructions and easy metrics can help them track their health without feeling overwhelmed
A Remote worker	To add breaks for exercise into their busy workday.	Remote workers often sit for long hours, leading to discomfort and fatigue. Quick, easy exercises during short breaks can help them stay active, reduce tiredness, and improve their health.
A Person with financial constraints	To maintain a healthy lifestyle affordably.	People with financial constraints can struggle with the cost of gyms and special foods. However, home workouts, budget meal, and affordable online resources offer affordable ways to stay healthy.