**Overview**

Topic

This project assignment, undertaken by or group A2Group8 is the fitness application designed for mobile devices such as the Apple Iphone and the Android mobile. After tossing around a few ideas and discussing our group’s projects including a few other ideas, we chose the fitness application from one of our team member Jacob, who has undertaken in his first assignment. The pitch to this project was to introduce a new form and a new approach to fitness regimen, for beginners wanting to have a guide for their workout and calorie intake to assist in their health goals. The fitness program also caters for intermediate users, who understands what is involved to maintain their fitness levels and to improve their fitness regime with a proper plan that the user can share with other user stats. The app can serve as a tracker / guide, and a convenient way to improve the user’s health, from the perspective of bodybuilding and athletes for endurance. Furthermore, the fitness application for the mobile is a tool and a tracker to track the progress, and to enhance the fitness experience.

Now the design of the application is to be conducted on a website with Javascript coding and not with a mobile app. This project is to demonstrate the feasibility and uniqueness of this app, by having additional features that take advantage of the mobile phone cameras. This project pitch is a demonstration on the potential of the fitness application our group is embarking, and the potential market for this type of application and the users it can capture. The core idea to this concept is to have users follow a pre-designed workout program that have been thoroughly researched by experts in the field to net the greatest results versus the trainee doing random exercise, and thereby achieving a less than desirable results for the efforts they may have put in. By having users using the mobile app as a guide on what they should be doing and the duration, and the frequency per week, this program can act as a bridge between having a personal trainer for dedicated training and using the fitness app as guide for dedicated training.

Motivation

The motivation behind this project was thinking line that it was feasible to develop this application if enough time was given as a group of 5-6 coders and talents would definitely be suffice for a period of 9-12 months developing this app. What was unique about the fitness app was the change in the bodybuilding industry over the past few years, and with researching backing the notion of carbohydrates in higher quantity intake leads to the body insulin increasing the glucose in the blood. The current wisdom and thinking for example, is for people to avoid fat and eat less meat, and increase their vegetable intake for a healthy way of living and reducing weight. However, there is a new diet called keto that challenges the conventional wisdom and instead emphasise on intake of fat, meat and an absolute minimum amount of carbohydrates. The aim is to reach ketosis where the body will use the fat stored in the body as energy, instead of using carbohydrates for energy. Further studies will be needed on the viability of this kind of diet. In terms of bodybuilding, diet is the most important accompanied with bodybuilding regimen to repair the muscles when resting. And some of our group members enjoy the aspect of bodybuilding, athletic / bodybuilding and it was natural for our group to eventually chose this project.

This project can serve as a basis for our group to undertake and perhaps turn this idea into a business model. Our unique feature, although it will not be on the project pitch, is use of mobile phone camera that is built in. Users can take their photos on their biceps curled, torso tensed, abs flexed etc, from a certain distance and the pictures taken periodically to reflect the changes and perhaps have the ability to share with other users. The current IT trend in terms of mobile application, is that the mobile applications are saturated, however if the quality of the application is present, then users will naturally use the program.

Landscape