**FitFlex: Your Personal Fitness Companion**

**Ideation Phase**

**Define the Problem Statements**

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| Date | 5 March 2025 |
| Team ID | SWTID1741257108149874 |
| Project Name | Fitflex |
| Maximum Marks | 2 Marks |

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| **Persona** | **Goal** | **Pain Points** | **Needs** | **Emotional Impact** |
| **PS-1: The Fitness Enthusiast** | Track daily workouts and progress | Most apps are cluttered or require premium subscriptions | A simple, free, and user-friendly way to log activities | Frustrated and discouraged from tracking their fitness journey |
| **PS-2: The Beginner in Fitness** | Start a workout routine and stay consistent | Existing fitness apps are too complicated or overwhelming | An easy-to-use interface with basic tracking features | Confused and unmotivated to continue |
| **PS-3: The Busy Professional** | Monitor steps without manual input | Some fitness apps require too much manual data entry | Automatic tracking with minimal effort | Annoyed and less likely to maintain consistency |
| **PS-4: The Goal-Oriented User** | Set fitness goals and measure progress | Most apps lack personalized goal tracking | A dashboard that visualizes improvements over time | Uncertain about progress and less motivated |

