

# ***Fitness Tracking Application (PRD)***



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# ***Goals and Visions***

## ***Vision***

*Our vision is to empower users in their health and fitness journey through a user-friendly Fitness Tracking Application, offering not only activity tracking but also personalized fitness plans, nutritional tools, and community support.*

## ***Goals***

- ***Activity Tracking:*** Enable users to easily log daily physical activities, providing a comprehensive overview of their progress.
- ***Personalized Fitness Plans:*** Offer tailored workout and nutrition plans to help users achieve their fitness goals.
- ***Calorie Calculator:*** Provide a precise daily calorie intake estimator to support informed dietary choices.
- ***BMI Tracker:*** Allow users to monitor BMI, offering insights into body composition.
- ***Community Building:*** Foster a supportive user community to share progress and boost motivation.

## ***Business Objectives***

*Targeted outcome in 1-year:*

- *Generate 500k or more in revenue.*
- *Acquire 25k active users.*
- *Acquire 5k subscribed users.*
- *Achieve 4.5-stars rating in app stores.*

## ***User Research***

*After searching multiple users research from other famous fitness apps(UBFit), I found the following needs of the users:*

- *Food Macro list and Calorie Count.*
- *Customize workout plans.*
- *Workout videos with instructor.*
- *Motivational music.*
- *Workout plans as per target areas.*
- *Diet plan, workout exercise and track progress.*
- *Reminders and timers.*
- *Several types of workout options.*

## ***User Stories***

- ***Activity Logging:** Users can effortlessly record workouts, steps, and exercises, tracking long-term progress.*
- ***Personalized Plans:** AI-driven fitness and nutrition plans align with user goals.*
- ***Calorie Estimation:** Built-in calorie calculator offers precise daily intake estimates.*
- ***BMI Insights:** BMI tracker provides valuable body composition insights.*
- ***Community Engagement:** Users engage in forums, challenges, and progress sharing.*

## ***Features and Prioritization***

- ***Activity Tracker:** Log workouts, steps, and exercises, visualize progress.*
- ***Personalized Plans:** AI-generated fitness and nutrition plans based on goals.*
- ***Calorie Calculator:** Estimate daily caloric needs, aiding dietary choices.*
- ***BMI Tracker:** Monitor BMI, gain body composition insights.*
- ***Community Hub:** Forums, challenges, and progress sharing to boost motivation.*

## ***Technical Requirements***

- ***User Profile:*** provides the ability to track fitness goals, dashboards with earned achievements.
- ***Workouts:*** Provides sufficient data for all exercises, workouts calendar, easy navigation within app.
- ***Fitness Goal and Route:*** automatically set achievements marker , provide health stats.
- ***Notifications:*** Provide quick action for starting the workout, keep log of all user notifications, of course allow user to manage notification types and customize them.
- ***Educational content:*** provide clear and high educational content about workouts and meal preps.
- ***Integration with other services:*** Smart watches and more.

## ***Problem Statement and Breakdown***

### ***Problem Statement***

*The absence of a user-centric fitness tracking application leaves individuals without effective tools to manage their physical activities and health. We aim to address this by creating a comprehensive Fitness Tracking Application.*

### ***Problem Severity***

*The problem's severity is high due to increasing sedentary lifestyles and associated health risks. The global wellness industry growth underscores the strong demand for solutions.*

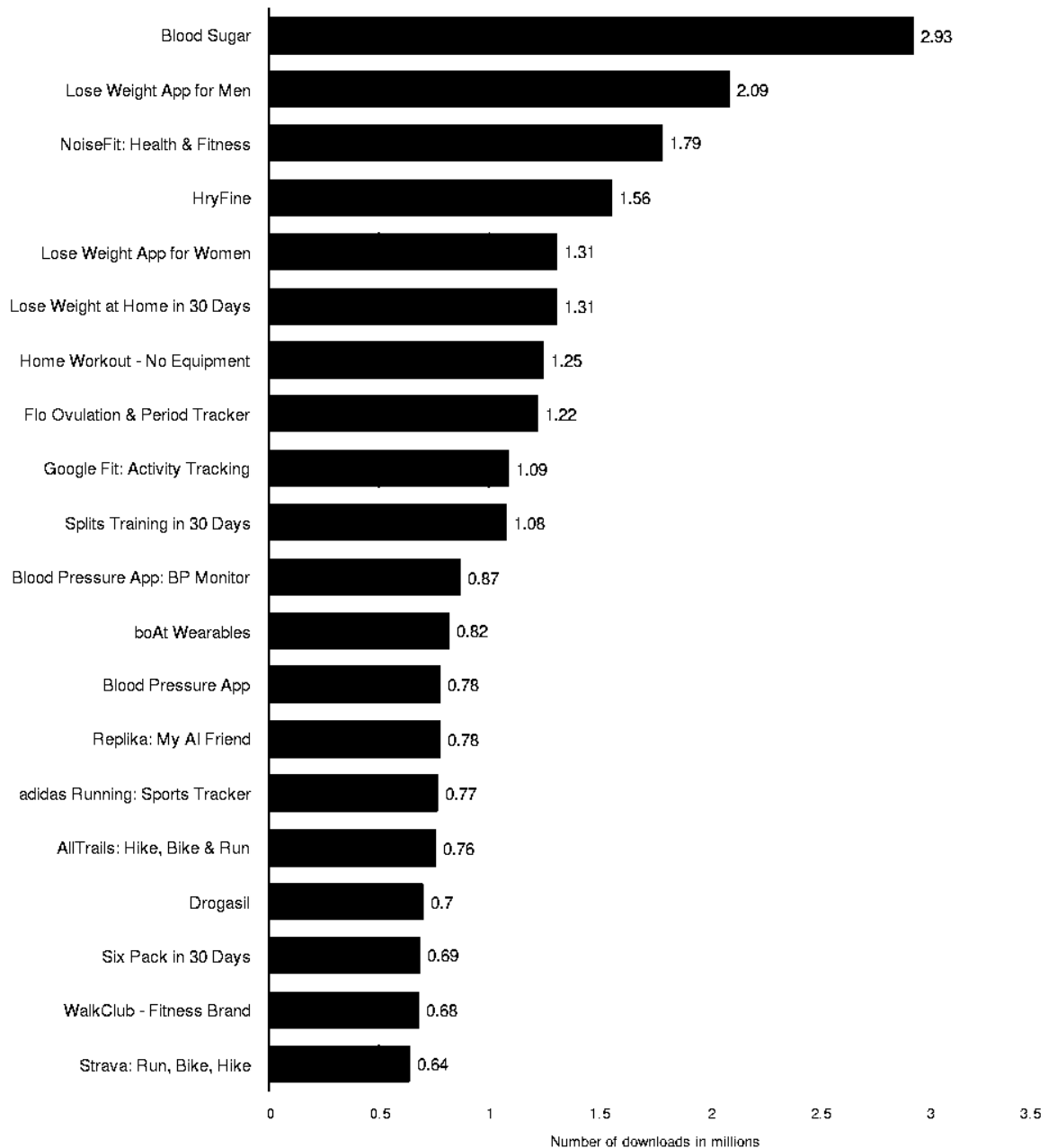
### ***Affected Users***

*This app targets users of all ages focused on fitness and health, including fitness enthusiasts, weight loss seekers, and goal-oriented individuals.*

# Benchmark

*Simply we will see the outcomes of some key players in the market:*

**Leading health and fitness apps in the Google Play Store worldwide in June 2023, by number of downloads (in millions)**



Source  
AppTweak  
© Statista 2023

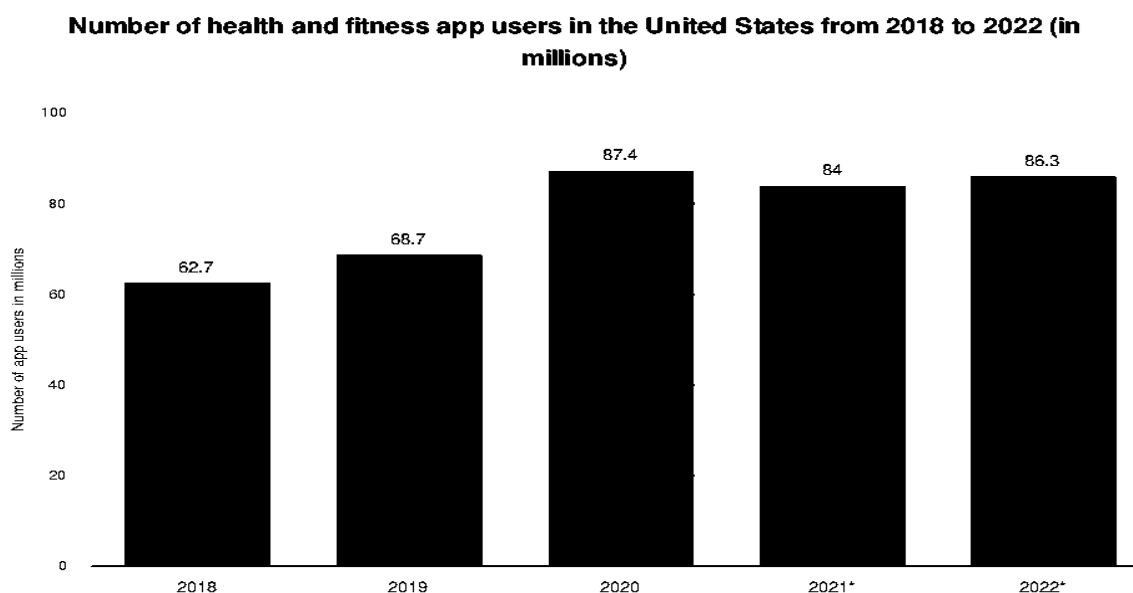
Additional Information:  
Worldwide: AppTweak: June 2023: downloads from the Google Play Store

## Market Size

According to the global fitness apps market these are the estimated market size in the US which will be 60%-80% applicable in the middle east:

- 28% conversion rate (that's how many people will install your app after discovering it).
- Of the top 100 fitness apps (Apple), only 5% have a rating lower than 4 stars.
- Daily active users (DAU) should be around 9.41%.
- With the average retention rate (how many users stay with the application) of 7% after one month, you should expect to have anything greater than that, given the industry growth (Peloton boasts a 95% retention rate).
- Top-grossing fitness apps rake in \$2 to \$6 million per month worldwide.

Number of health and fitness app users in the United States from 2018 to 2022 (in millions):

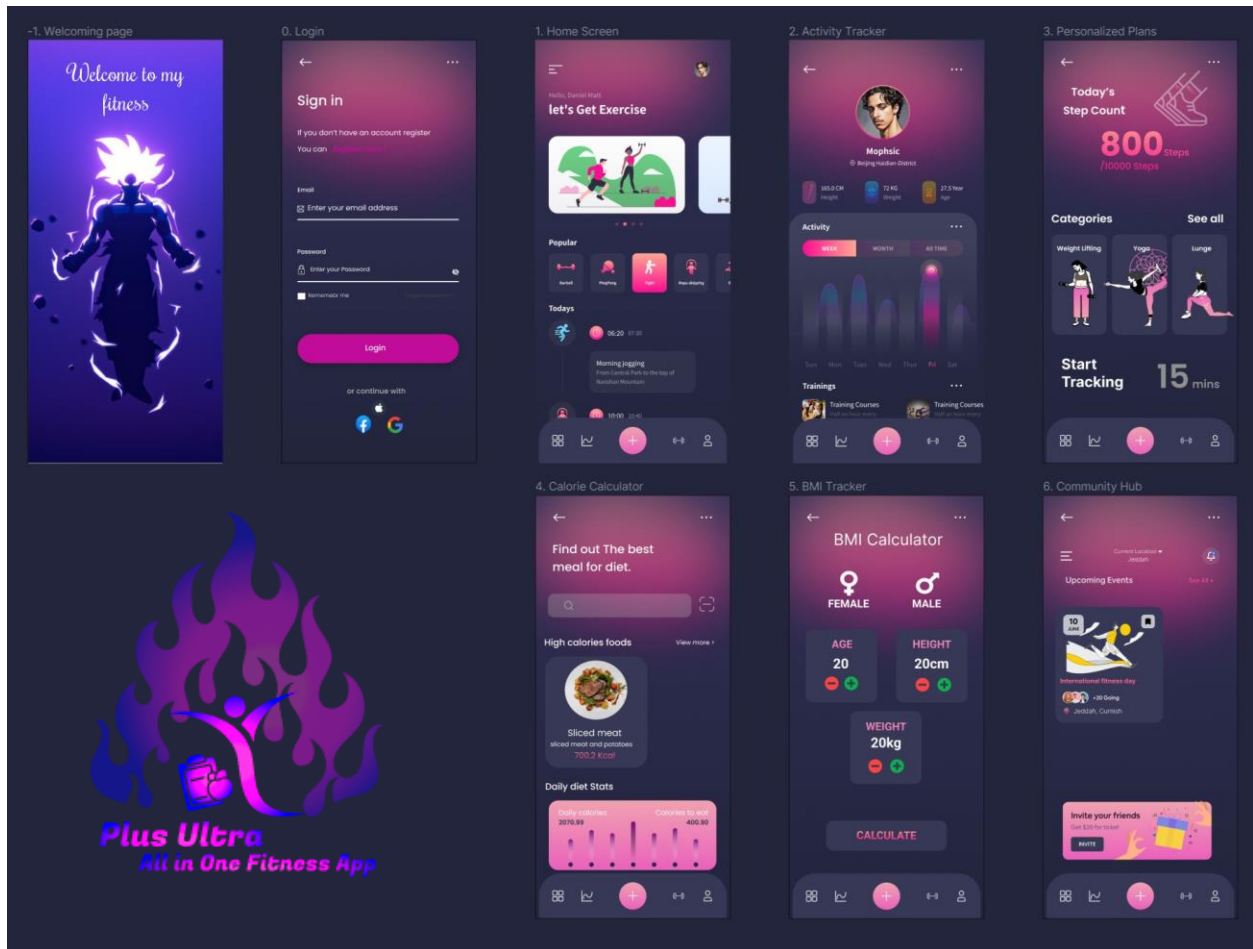


Source  
eMarketer  
© Statista 2023

Additional Information:  
United States: eMarketer; 2018 to 2020: smartphone users of any age who use at least one health/fitness app on their sm

## UX design

*Due to lack of time this is a sample design of what will the app look like, and all the key features mentioned above are doable according to the fitness apps market.*



*Figma link: <https://www.figma.com/file/rSFGppSnrMkSbuqa0Rc1KT/DPDM-A2?type=design&node-id=0%3A1&mode=design&t=LX8tP3IVlggea6hE-1>*



# ***Product Development Roadmap***

*I followed an agile approach to the product roadmap by prioritizing tasks based on priority level.*

## ***Tech Stack***

- ***Frontend:*** React Native for cross-platform mobile app development.
- ***Backend:*** Node.js with Express.js for the server.
- ***Database:*** MongoDB for storing user data.
- ***Cloud:*** AWS for hosting and storage.
- ***Authentication:*** Firebase Authentication.
- ***APIs:*** Integration with fitness tracking APIs (e.g., Fitbit, Google Fit) and nutrition databases (e.g., USDA).

## ***Iteration 1: MVP Development***

### ***Sprint 01: Setup & Authentication (1 months)***

- ***Project Setup:*** Initialize the development environment with React Native and set up the backend server with Node.js and Express.js.
- ***User Registration and Login:*** Implement user registration and login functionality using Firebase Authentication.
- ***Firebase Integration:*** Integrate Firebase for user authentication and basic data storage.

### ***Sprint 02: Activity Tracking (1 months)***

- ***Backend Optimization:*** Optimize the backend infrastructure for scalability and improved performance.
- ***Caching Implementation:*** Implement caching mechanisms to reduce load times and enhance user experience.
- ***Load Testing:*** Conduct load testing to ensure the application can handle increased user traffic.

### ***Sprint 03: Basic Health Metrics (3 weeks)***

- ***BMI Calculator:*** Create a BMI calculator within the app, allowing users to input their weight and height.
- ***User Health Data Input:*** Implement a user interface for inputting basic health metrics such as weight, height, and age.
- ***BMI Display:*** Display the calculated BMI and provide feedback to the user based on the result.

## ***Iteration 2: Enhanced Features***

### ***Sprint 04: Fitness Plans (1.5 months)***

- ***Pre-designed Fitness Plans:*** Develop a library of pre-designed fitness plans for different fitness goals (e.g., weight loss, muscle gain).
- ***Recommendation Engine:*** Implement a recommendation engine that suggests fitness plans based on user data and goals.
- ***Plan Customization:*** Allow users to customize fitness plans, including exercises and goals.

### ***Sprint 05: Calorie Calculator (1.5 months)***

- ***Nutrition Database Integration:*** Integrate with a nutrition database (e.g., USDA) to access food item information.
- ***Calorie Calculator:*** Create a calorie calculator that helps users track their daily calorie intake.
- ***Barcode Scanning:*** Implement barcode scanning functionality for quick food item input.
- 

### ***Sprint 06: Social Features (2 months)***

- ***Social Sharing:*** Add the ability for users to share their achievements and progress on social media.
- ***Friend Connections:*** Implement a friend connection system, allowing users to connect with others on the platform.
- ***User-to-User Challenges:*** Develop a feature that enables users to challenge their friends to fitness goals.

## ***Iteration 3: Refinement and Scaling***

### ***Sprint 07: User Feedback & Refinement (2 months)***

- ***Gather User Feedback:*** Actively collect user feedback from the MVP and Iteration 2 features.
- ***UI/UX Improvements:*** Make refinements to the user interface and user experience based on feedback.
- ***Bug Fixes:*** Address reported bugs and performance issues.

### ***Sprint 08: Scalability & Performance (1 months)***

- ***Backend Optimization:*** Optimize the backend infrastructure for scalability and improved performance.
- ***Caching Implementation:*** Implement caching mechanisms to reduce load times and enhance user experience.
- ***Load Testing:*** Conduct load testing to ensure the application can handle increased user traffic.

### ***Sprint 09: Additional Integrations (2 months)***

- ***More Fitness Tracking Integrations:*** Expand the app's compatibility with additional fitness tracking devices and apps.
- ***Explore Partnerships:*** Explore potential partnerships with nutrition and wellness companies for data integration and enhanced user experience.

## ***Iteration 4: Continuous Improvement***

### ***Sprint 10 and Beyond (Ongoing)***

- ***Prioritize Features:*** Continuously prioritize new features and improvements based on user feedback and market trends.
- ***Regular Updates:*** Implement regular updates to the app, including bug fixes and performance enhancements.
- ***Explore AI and Machine Learning:*** Investigate the use of AI and machine learning for personalized fitness recommendations and insights

*Cheak the Jira link for the full organized product roadmap:*

<https://mahmuedalardawi.atlassian.net/jira/polaris/projects/PDR/ideas/view/338>

## ***Executive Summery***

<i><b>Product</b></i>	<i>Fitness tracking app</i>
<i><b>Objective</b></i>	<i>Successfully launch and marketing the app for athletes in need for a tracking dashboard of their goal.</i>
<i><b>Target Audience</b></i>	<i>Athletes in general, and dieters.</i>
<i><b>Key Goals</b></i>	<i>Achieve 50k users, acquire 25k active users, gain 5k subscribed users, generate 500k in revenue in 1-year.</i>

## ***Product Analysis***

- *The Plus Ultra app empowers users in their health and fitness journey through a user-friendly UI, offering not only activity tracking but also personalized fitness plans, nutritional tools, community support.*

### *➤ Key features and benefits of the app:*

- I. **User-friendly UI:** The app UI is designed to be easy to navigate through and track your progress.*
- II. **Addicting:** We want most of the features in the app to be free to hook users to us. After that for the extra feature we will add a subscription.*
- III. **Fun:** By providing a community page in the app that contains championships, activities, challenges, and more.*

## ***Target Audience***

- *Primary Audience: Athletes, and dieters of all ages.*
- *Detailed Audience:*

<b><i>Audience</i></b>	<b><i>Pain Points</i></b>	<b><i>Preferences</i></b>
<b><i>Weightlifters, Bodybuilders, Calisthenics athletes</i></b>	<b><i>Lack of knowledge Poor exercise schedule, Tracking progress.</i></b>	<b><i>AI software, Tracking software.</i></b>
<b><i>Deiters</i></b>	<b><i>Lack of knowledge, Tracking progress, Calculating health level.</i></b>	<b><i>Tracking software, Micros calculator.</i></b>

## ***Lunch Roadmap***

<i><b>Lunch</b></i>	<i><b>Objective</b></i>	<i><b>Activity</b></i>	<i><b>Timeline (month)</b></i>
<i><b>Pre-Lunch</b></i>	<i>Conduct market research.</i>	<i>Market research and analysis.</i>	<i>1-2</i>
	<i>Define product message and positioning.</i>	<i>Competitive analysis.</i>	<i>1-2</i>
	<i>Prepare distribution channels.</i>	<i>Determine product positioning.</i>	<i>2-3</i>
		<i>Messaging Development.</i>	<i>2-3</i>
		<i>Pricing strategy.</i>	<i>2-3</i>
		<i>App developing.</i>	<i>3-4</i>
		<i>Teaser Content.</i>	<i>3-4</i>
<i><b>Lunch</b></i>	<i>Execute a successful product launch event.</i>	<i>Virtual lunch.</i>	<i>4-6</i>
	<i>Generate interest and acquire new users</i>	<i>Press release.</i>	<i>4-6</i>
	<i>Secure media coverage and engage the target audience.</i>	<i>Media blitz.</i>	<i>4-6</i>
		<i>Customer support.</i>	<i>4-6</i>
<i><b>Post-Lunch</b></i>	<i>Keep momentum and drive more growth</i>	<i>Continuous improvement.</i>	<i>Ongoing</i>
	<i>Gather customer feedback and make updates.</i>	<i>Customer feedback.</i>	<i>Ongoing</i>
	<i>Expand user base.</i>	<i>Analys current user base.</i>	<i>Ongoing</i>
	<i>Promote subscribing to the app.</i>	<i>Building customer loyalty.</i>	<i>Ongoing</i>

## ***Distribution Channels***

<i><b>Channel</b></i>	<i><b>Pre-Lunch</b></i>	<i><b>Lunch</b></i>	<i><b>Post-Lunch</b></i>
<i><b>Application</b></i>	<i>Build pleasing app for athletes.</i>	<i>Landing page (create account/sign-in).</i>	<i>Keep updating app and add new features.</i>
	<i>Implement tracking tool for user behavior.</i>	<i>Enable free-try for subscriptions.</i>	<i>Analyze user data to improve app.</i>
<i><b>Social Media</b></i>	<i>Generate social media ads.</i>	<i>Generate opening ceremony</i>	<i>Make new offers and ads.</i>
	<i>Collaborate with industry influencers.</i>	<i>Run online ads through influencers.</i>	<i>Maintain good relationships with influencers and sake new ambassadors.</i>
<i><b>Community</b></i>	<i>Lunch a mystery event for the app.</i>	<i>Add new challenges with rewards.</i>	<i>Keep making championships and challenges to establish a community.</i>
<i><b>Customer</b></i>	<i>Create customer success funnel.</i>	<i>- Collect and analyze post-launch customer feedback.</i>	<i>Identify and address customer pain points and generate innovative solutions.</i>



## ***Revenue Model***

<i><b>Subscription</b></i>	<i><b>Features Included</b></i>	<i><b>Price range</b></i>
<i><b>Basic</b></i>	- <i>Activity tracking.</i>	<i><b>Free</b></i>
	- <i>General workouts plans.</i>	
	- <i>Calories calculator for daily intake.</i>	
	- <i>BMI calculator.</i>	
	- <i>Community challenges.</i>	
<i><b>Premium</b></i>	- <i>Everything in basic.</i>	<i><b>5\$ a month</b></i>
	- <i>Specific goal-oriented workouts plans.</i>	
	- <i>Calories estimation for long term goal.</i>	
	- <i>Community Challenges and being listed and awarded middles based on activity completion.</i>	
<i><b>Athlete</b></i>	- <i>Everything in Premium</i>	<i><b>10\$ a month</b></i>
	- <i>Personalized workout plan with education and experts' advice.</i>	
	- <i>Diet plan building based on calories need and health goal.</i>	
	- <i>BMI tracker with professional insights on progress.</i>	
	- <i>Community and educational platform with experts' advice.</i>	

## ***Value Proposition***

- ***Activity Logging:** Users can effortlessly record workouts, steps, and exercises, tracking long-term progress.*
- ***Personalized Plans:** AI-driven fitness and nutrition plans align with user goals.*
- ***Calorie Estimation:** Built-in calorie calculator offers precise daily intake estimates.*
- ***BMI Insights:** BMI tracker provides valuable body composition insights.*
- ***Community Engagement:** Users engage in forums, challenges, and progress sharing.*

## *Data Monitoring and Evaluation*

<i>Monitoring Tool</i>	<i>KPIs Monitored</i>
<i>Analytic platforms</i>	- <i>User Acquisition: Track number of new users.</i>
	- <i>Conversion Rates of User Funnel: Monitoring conversion rate of users during user funnel.</i>
	- <i>Revenue Measure: Measure revenue generated from user subscriptions.</i>
	- <i>User Goal and Interactivity Measure: Measure whether the user is keeping with their workout/diet/health plan.</i>
<i>User Feedback Collection</i>	- <i>User Application Rating: measure the user surveys and rating on the application.</i>
	- <i>Feature and Improvement Requests: Collect and filter features and bug fixes requests and implement upgrades and fixes based on user feedback.</i>

***END***