

## **Determine The Target and Delivery Method**

- I am a mother. I am insecure about the size of my body. There needs to be a way for me to lose my baby weight so I can not be so large.
- 84% of women in the US are or have been mothers, this is a large pool of people that could be interested in losing weight.
- MOMentum is to be available on mobile
- Many moms are insecure about the weight they gained and fat they built up during pregnancy. New Mothers are likely to be using mobile devices since they are convenient

## **Determine The Solution:**

The three features of our app are as follows, steps taken, statistic tracker, and workout discovery.

Steps Taken - The steps taken features allows users to manage and track the number of steps that they have taken per day. It allows them to get a general idea of how active they are, and gives them a way to see their steps in an easily accessible way. We chose this specific feature to give users an idea of how active they are on a typical day, and it lets them see if they are moving around enough.

Statistic Tracker - The statistic tracker will provide an accurate depiction of certain stats, such as time spent working out, number of workouts done, amount of weight lifted, and more. This allows users to get a better understanding of their progress, allowing them to feel a sense of accomplishment. We decided this specific feature because it allows users to see what they are doing, and allows them to compare their accomplishments to certain goals. By giving users the ability to track their stats, it allows them to gain a better understanding of what they are doing, allowing them to learn more about their weight loss journey.

Workout Discovery - The workout discovery section allows users to browse and discover different forms of exercise and/or new workout ideas. By giving users access to a variety of different workouts and exercises, it allows them to pick specific workouts that apply to them. If a user wants to focus more on keeping a healthy weight, they can do that. If they want to focus more on posture exercises, they can do that. Workout discovery allows users who might not have any idea of what they are doing to discover easy ways for them to stay active. A lot of people don't work out, and don't know how or where to start. Giving simple workout ideas is an easy way to start losing weight. We chose this feature as it allows users to discover new things, and lets them easily pick a workout that suits their needs.

## **SWOT Analysis**

Strengths - MOMentum uses innovative chatbot technologies, allowing users to ask questions and get workout recommendations, in order to provide an interactive experience for our users. Statistics show percentages towards goals in contrast to time, and give our users the ability to view their progress easily. Our chat system allows users to interact with each other, which lets them schedule workouts together, provide support, and learn new things.

Weaknesses - Unfortunately, in order to keep our app simple, we had to limit certain features. Our app does not feature a nutrition tracker, and does not provide reminders to work out.

Opportunities - With our app comes the opportunity to have sponsors or collaborations with different brands and people. We are able to have certain instructors pay us to showcase their videos, or we can have brand deals to support different brands products.

Threats - Some external factors that could impact our success include our competitors. We are not the first people to create an app like this, and there are other apps that offer different features that we do not have included.

### Competitors

[Moms Into Fitness](#) - Is a mobile fitness app that runs off a subscription plan. Moms Into Fitness offers a workout schedule similar to MOMentum with a higher focus on fitness rather than weight loss.

[Walk at Home](#) - Is a mobile app with streaming capabilities that has a monthly calendar with workouts on them compared to the interactive chatbot recommended exercises.

[MapMyRun](#) - Track your Workouts, set Training Plans, and discover new Workout Routines to accomplish your goals. In comparison, MOMentum tracks steps and provides workouts tailored to you.

### Investors

Other mothers could be interested in helping fellow mothers lose weight.

Meryl Streep

Michelle Obama is a mother and

### Accessibility Features

AI Chatbot - The AI chatbot lets users talk to a virtual assistant who can answer any of the questions that they have. This lets users have their questions answered, and gives them the ability to learn things that they are curious about. This feature is important for our target audience, as users might not have any idea what they are doing, and having an AI chatbot allows them to ask any questions that they might have, and get an answer within minutes.

Friend System - The friend system allows users to talk to other users who are experiencing the same things as them. It lets users meet new people, and it gives them the opportunity to connect with others. Having people to talk with allows the users to give/receive support from others, and lets them know that they are not alone. This is important for our target audience, as a lot of users are not sure where to get started, or are feeling stressed out. By implementing a friend system, it gives our users the ability to communicate with other people, and it lets them know that they are not alone.

### Product Specification Document

<u>Feature</u>	<u>Function</u>	<u>Impact On User And Their Problem</u>
<b>MATLAB Feature</b>	Converts GPS data to steps taken	Allows users to manage and track the number of steps they are taking per day, and it gives them the opportunity to see how active they are
<b>Statistic Tracker</b>	Collects inputted data and GPS data to provide accurate depictions	Allows users to access their data, and it lets them view their progress with numerical values.

		It also provides affirmation that what they are doing is working
<b>Workout Discovery</b>	Provides different workouts for users to participate in	Gives users a chance to further their workout experiences, and lets them browse new topics. It gives them the ability to easily access workouts, and helps them get started even if they have no idea what they are doing
<b>AI Chatbot</b>	Uses AI technology to answer questions	The AI Chatbot allows users to have there questions answered, and it lets them solve problems without having to speak with a real person
<b>Friend/Support Groups</b>	Gives users access to talk to other moms in a similar boat as them	The friend system allows users to communicate with other users, which lets them learn new things and share different experiences. This allows users to ask questions, and gives them the support they need during their journey