

FlexFit is an online fitness application designed to provide users with a comprehensive and accessible platform for achieving their fitness goals. The app offers a wide range of workout routines, personalized fitness plans, progress tracking, and community features to support users throughout their fitness journey.

The target audience includes individuals of all fitness levels who are looking for a convenient and effective way to exercise — whether at home, in the gym, or on the go. This includes busy professionals, students, and anyone who values the flexibility of digital workout solutions.

FlexFit is essential because it addresses the growing demand for **accessible, personalized, and user-friendly fitness tools**. With a clean interface, diverse workout options, motivational elements, and built-in progress monitoring, FlexFit empowers users to take control of their health and well-being, regardless of their schedule or environment.

To create a consistent and engaging visual identity, a **green color theme** was used throughout the design, symbolizing health, energy, and growth. The UI follows the **60–30–10 color rule**, where:

- **60%** is used for the primary background and base surfaces
- **30%** for secondary elements such as cards, panels, and illustrations
- **10%** for accent elements like buttons, highlights, and icons

This ensures a balanced, modern, and visually pleasing interface that enhances the overall user experience.