

# **Business Requirements**

**WellFit AI**

**Version 1.2**

**Date - 9<sup>th</sup> March 2025**

## Document History

Sr. No.	Update Description	Updated By	Version
1	Initial Document	Shilpa Sosa George	1.0
2	Content Check	Akshay Kapoor & Parbon	1.1
3	Persona Addition	All	1.1.1
4	Survey Analysis Report	Musaab	1.1.2
5	Interview Analysis Report	Akshay	1.1.3
6	Format Check	Labdhi & Musaab	1.2

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## 1.0 Introduction

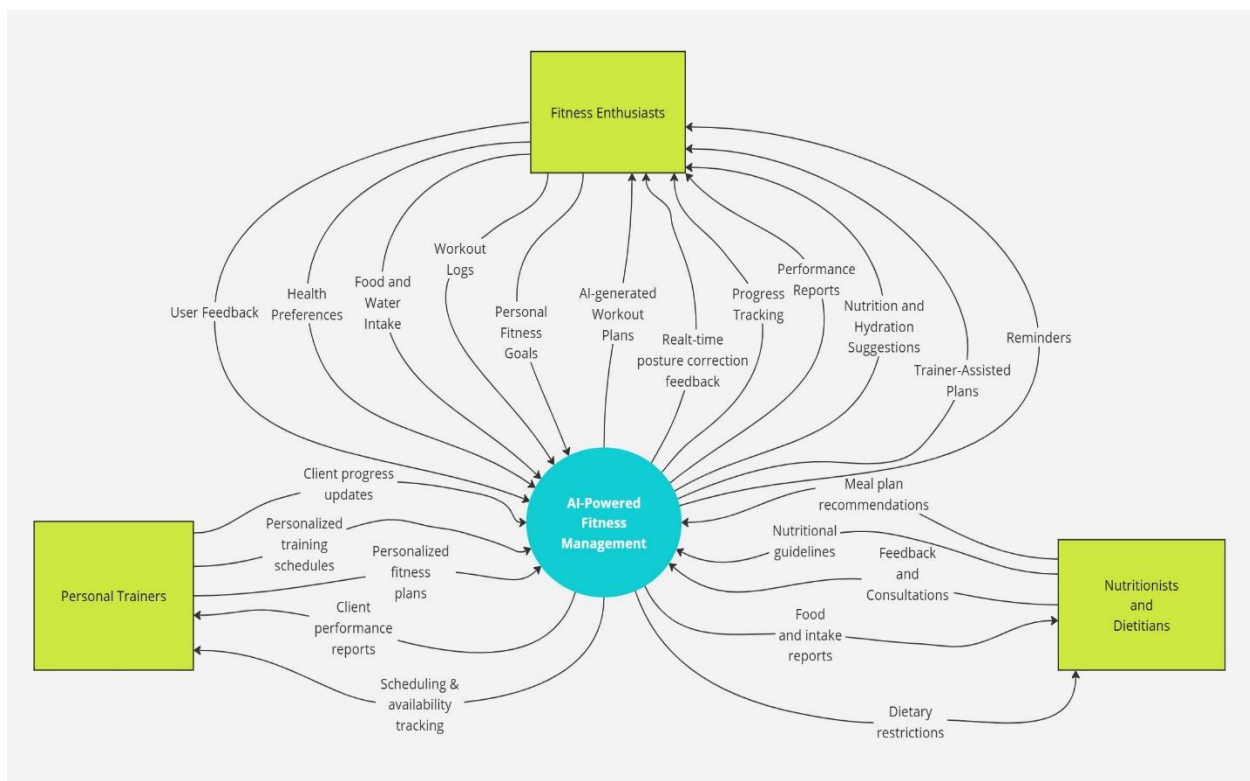
### 1.1 Overview

The purpose of this document is to outline the business requirements for WellFit AI, which is an artificial intelligence-based fitness application providing real-time exercise tracking, calorie and water intake tracking, and personalized fitness planning. This document serves as a blueprint for the stakeholders, including developers, business analysts, and fitness professionals, ensuring alignment with business objectives and market needs.

### 1.2 Product Overview

WellFit AI is an AI-powered fitness application designed for athletes, trainers, and fitness enthusiasts. It offers real-time motion tracking, personalized workout routines, and AI-driven calorie and hydration tracking. The application supports wearable devices and offers multi-platform access, which makes fitness tracking more convenient and data-driven.

### 1.3 Product Scope



## 2.0 Requirements Elicitation

### 2.1 Survey

To assess the viability of WellFit AI, we conducted a survey targeting fitness enthusiasts, professionals, and casual users. The survey aimed to understand current habits, challenges, and expectations regarding fitness and hydration tracking. A total of 22 participants responded, providing valuable insights into user needs and preferences.

#### Survey Questions and Methodology

The survey was distributed using Microsoft Forms and included a mix of open-ended and closed-ended questions. The questionnaire covered:

- Current fitness and hydration tracking habits
- Pain points and challenges in maintaining a fitness routine
- Interest in AI-powered tracking solutions
- Desired features in a fitness and hydration app

#### Key Findings and Insights:

##### *1. Fitness and Hydration Tracking Habits*

- **77%** of respondents do not currently use any fitness apps.
- **45%** of respondents exercise 2-3 times per week, while **32%** exercise 0-1 times per week.
- The most common exercise types were **Cardio (36%)**, **Strength Training (27%)**, and **Yoga (18%)**.
- **59%** of respondents expressed interest in using an AI-powered fitness app, while **23%** were unsure.

##### *2. Challenges in Maintaining a Routine*

- The biggest fitness goals reported were **weight loss, muscle gain, and overall health improvement**.
- **Lack of motivation** and **time constraints** were the most commonly cited challenges.
- Some respondents reported **difficulty in finding an effective tracking tool** that integrates hydration and fitness data.

##### *3. Interest in AI-Powered Solutions*

- The most desired features included:
  - **AI-powered movement tracking**
  - **Personalized fitness plans**
  - **Progress insights and analytics**
  - **Goal setting and reminders**

- **Sleep tracking**
  - **Short instructional videos**
- **32%** of respondents were highly likely to recommend WellFit AI, while another **32%** were neutral.

#### ***4. User Expectations and Feature Preferences***

- **50%** of respondents were unsure about paying for a premium version, while **41%** were unwilling to pay.
- Users suggested additional features such as **calorie and macronutrient tracking, diet plans, and form correction**.
- Concerns about **accuracy of AI recommendations and data privacy** were raised by multiple participants.
- Many respondents requested **integration with existing health and fitness apps** to streamline tracking.

### **Conclusion**

The survey results validate the need for an AI-powered fitness and hydration tracking solution. The findings highlight that users seek **automated tracking, personalized recommendations, and real-time feedback** to enhance their fitness experience. WellFit AI aligns with these needs, positioning itself as a valuable solution for fitness enthusiasts of all levels. Addressing concerns about **data privacy and AI accuracy** will be critical to user adoption.

## **2.2 Interviews or Focus Group**

As part of our requirement elicitation process, we conducted **seven** interviews with potential users to gather feedback on WellFit AI. The objective was to validate the product idea, understand user needs, and refine the customer journey based on real-world input. Each team member interviewed one person, covering fitness habits, challenges, and expectations from an AI-powered fitness and hydration tracking app.

### **Key Themes from Interviews:**

#### ***1. Interest in AI-Powered Fitness Tracking***

- a. Most participants found the idea of **AI-powered movement tracking** appealing, particularly for improving exercise form and ensuring accurate rep counts.
- b. Users liked the idea of **hydration tracking integrated with fitness** rather than having separate apps.

#### ***2. Challenges in Fitness and Hydration***

- a. **Time management:** Many users struggle to maintain consistency in their fitness routines.

- b. **Tracking issues:** Some participants mentioned forgetting to log water intake and workouts.
- c. **Motivation:** A common issue was **lack of motivation**, where users wanted reminders and goal-tracking features.

### **3. Desired Features & Functionality**

- a. **Personalized workout plans:** Users want AI to suggest workouts based on their fitness levels and goals.
- b. **Automated hydration tracking:** Many respondents requested **automatic water intake tracking** instead of manual logging.
- c. **Integration with wearables:** Users prefer **syncing with smartwatches and fitness bands** for seamless tracking.
- d. **AI-driven insights:** Participants suggested having a **progress analysis feature** to show trends and improvements.

### **4. Concerns & Potential Improvements**

- a. **AI Accuracy:** Some participants questioned how accurately AI could track movement and hydration.
- b. **Data Privacy:** Users were concerned about how their fitness and health data would be stored and used.
- c. **User Interface:** Several respondents emphasized the need for a **simple, easy-to-use interface** with minimal manual input.

## **Elicited Requirements**

Based on the interviews, the following user requirements were identified:

- **AI-powered movement tracking** should provide **real-time feedback** on exercise form and repetitions.
- The app must offer **automated hydration tracking**, preferably integrated with wearables.
- Users need **customized fitness plans** based on their activity levels and personal goals.
- A **goal-setting and motivation system** (e.g., reminders, progress tracking, and achievements) should be included.
- The app should ensure **strong data privacy policies** to protect user health information.
- **Integration with third-party fitness apps and smartwatches** is necessary for a seamless experience.
- The interface should be **user-friendly and require minimal manual entry** for tracking.

Conclusion

The interviews validated the need for WellFit AI, with strong interest in **automated tracking, AI-powered insights, and fitness personalization**. However, concerns regarding **AI accuracy, data privacy, and user experience** must be addressed to improve adoption. These insights will help refine product development and ensure that WellFit AI effectively meets user needs.

2.3 Potential Users



Alex the UX Designer "Designing for impact, crafting experiences."

General Info

Age: 29  
Work: UX Designer  
Reports to: Head of Product Design  
Edu/Certs: B.A. in Graphic Design, Certification in UX/UI  
Family: Active Single  
Location: Virtual

INTP – Introvert, Intuition, Thinking, Perceiving

Related Personas

Joe John

Bio/Description:

Alex is a seasoned UX Designer with a passion for crafting intuitive and engaging user experiences. With a background in graphic design and human-computer interaction, Alex thrives in a fast-paced digital environment. Currently working at a mid-sized tech company, Alex collaborates with product managers, developers, and stakeholders to translate user needs into seamless design solutions. A self-driven learner, Alex continuously explores new trends in design and usability to enhance digital products.

Data, Reports I use:

- Heatmaps and session recordings from Hotjar
- A/B testing results from usability studies
- Google Analytics for user behavior tracking
- UX research reports and customer feedback surveys
- Accessibility audits and compliance reports

Information Resources I Trust:

- Nielsen Norman Group (NNG)
- Smashing Magazine
- UX Collective on Medium

How I Am Evaluated:

- Success rates of usability tests
- User engagement and retention metrics
- Accessibility and usability compliance scores

Goals:

- Create visually appealing and functional user experiences.
- Stay updated with the latest UX/UI trends and best practices.
- Advocate for user-centered design in company-wide initiatives.
- Improve accessibility and inclusivity in digital design.
- Collaborate efficiently with cross-functional teams.

Motivation:

- Incentive: Recognition for design contributions, opportunities for career growth.
- Fears: Delivering subpar user experiences due to constraints.
- Growth: Learning new design tools and methodologies.
- Power: Influencing company-wide design decisions.
- Social: Engaging with UX communities and networking with peers.

Frustration/Issues:

- Limited budget and resources for user testing.
- Balancing stakeholder demands with user needs.
- Tight project deadlines affecting the design process.
- Lack of clear guidelines on design implementation.
- Misalignment between business objectives and UX principles.





**Chris the Digital Marketing Manager**  
"Creativity meets strategy—marketing that drives results!"

### General Info

**Age:** 28  
**Work:** Digital Marketing Manager  
**Reports to:** Head of Marketing  
**Edu/Certs:** MBA  
**Family:** Active Single  
**Location:** Virtual

**ENTP –**  
Extroverted,  
Intuitive,  
Thinking,  
Perceiving

### Related Personas

Joe John  
Alex



**Emma the Data Analyst** "Turning data into decisions."

### General Info

**Age:** 27  
**Work:** Data Analyst  
**Reports to:** Sr. Data Analyst  
**Edu/Certs:** MBA  
**Family:** Active Single  
**Location:** Virtual

**ISTJ –**  
Introvert,  
Sensing,  
Thinking,  
Judging

### Related Personas

Joe John  
Alex  
Chris

### Bio/Description:

Chris is a data-driven marketing professional with a passion for creating engaging brand experiences. With over 10 years of experience in digital marketing, Alex specializes in SEO, content strategy, and paid media. He collaborates with cross-functional teams to drive brand awareness, lead generation, and revenue growth. Managing multiple campaigns at once, Alex balances creativity with analytics to optimize performance.

### Data, Reports I use:

- Google Analytics for website performance
- Social media insights for engagement tracking
- CRM reports for lead and sales tracking

### Information Resources I Trust:

- HubSpot Blog
- Google Digital Garage
- Moz SEO Blog
- LinkedIn Learning
- MarketingProfs

### How I Am Evaluated:

- Lead generation and conversion rates
- Customer engagement metrics (click-through rates, time on site, social shares)
- ROI of digital campaigns

### Bio/Description:

Emma is a detail-oriented Data Analyst with a knack for uncovering insights from complex datasets. With a background in statistics and business intelligence, she plays a critical role in helping her company make data-driven decisions. Working in a fast-paced corporate environment, Emma collaborates with various departments to provide reports, dashboards, and predictive analytics. She enjoys optimizing data workflows and ensuring accuracy in reporting. Emma values precision, efficiency, and clarity in her work and strives to communicate data insights effectively to stakeholders.

### Data, Reports I use:

- Financial and sales performance reports.
- Customer behavior and segmentation analysis.
- A/B testing results and campaign effectiveness metrics.

### Information Resources I Trust:

- Harvard Business Review (Data Science & Analytics)
- Kaggle community discussions and datasets
- Google's Data Analytics blog

### How I Am Evaluated:

- Accuracy and reliability of data reports.
- Impact of insights on business decision-making.

### Goals:

- Increase brand awareness and customer engagement
- Improve lead generation and conversion rates
- Stay updated with the latest marketing trends and tools
- Strengthen social media presence and community engagement
- Build a high-performing marketing team

### Motivation:

- Incentive: Recognition, promotions, bonuses
- Fears: Losing relevance due to rapidly changing trends
- Growth: Expanding skills in AI-driven marketing and automation
- Power: Wants a seat at the executive table to influence business decisions

### Frustration/Issues:

- Difficulty in proving ROI for certain marketing activities
- Algorithm changes affecting organic reach
- Limited budget for paid advertising
- Managing multiple projects with tight deadlines
- Aligning marketing efforts with sales team expectations

### Goals:

- Improve data visualization techniques for better decision-making.
- Automate reporting processes to save time and reduce errors.
- Stay up to date with the latest data analysis tools and trends.
- Provide actionable insights that drive business success.

### Motivation:

- Incentive: Career growth, recognition for impactful insights.
- Fears: Producing incorrect analysis leading to poor business decisions.
- Growth: Expanding knowledge in machine learning and big data analytics.

### Frustration/Issues:

- Inconsistent or incomplete data sources affecting analysis.
- Lack of clear business objectives when requested to generate reports.
- Stakeholders not understanding or misinterpreting data insights.



**David the IT Project Manager**  
"Bridging technology and business for seamless execution."

### General Info

**Age:** 29

**Work:** IT Project Manager

**Reports to:** Director Of IT

**Edu/Certs:** B.S. in IT

**Family:** Active Single

**Location:** Ontario

**ENTJ –**  
Extrovert,  
Intuition,  
Thinking,  
Judging

### Related Personas

Emma  
Alex  
Chris

### Bio/Description:

David is a results-driven IT Project Manager who ensures that technology projects are delivered on time and within budget. With a background in computer science and project management, he works closely with developers, business analysts, and executives to align technical solutions with business goals. He thrives in fast-paced environments and enjoys problem-solving to mitigate risks and keep projects on track. David is highly organized and values efficiency, clear communication, and stakeholder alignment.

### Data, Reports I use:

- Project progress and milestone tracking reports.
- Budget and resource allocation reports.
- Risk assessment and mitigation strategy reports.

### Information Resources I Trust:

- Project Management Institute (PMI)
- Agile Alliance and Scrum.org

### How I Am Evaluated:

- Project completion rate and adherence to deadlines.
- Budget management and cost-efficiency.
- Stakeholder satisfaction and feedback.

### Goals:

- Deliver IT projects on time, within scope, and within budget.
- Improve collaboration between technical and non-technical teams.
- Stay updated with the latest project management methodologies.
- Identify and mitigate risks before they impact project timelines.

### Motivation:

- Incentive: Career growth, successful project completions, team recognition.
- Fears: Project failures leading to loss of credibility.
- Growth: Learning and implementing new project management tools.

### Frustration/Issues:

- Scope creep causing delays and budget overruns.
- Lack of clear communication between teams.
- Resource constraints impacting project efficiency.



**Sophia the Marketing Strategist**  
"Crafting campaigns that connect and convert."

### General Info

**Age:** 25

**Work:** Marketing Analyst

**Reports to:** Director Of Marketing

**Edu/Certs:** MBA

**Family:** Active Single

**Location:** Ontario

**ENFP –**  
Extrovert,  
Intuition,  
Feeling,  
Perceiving

### Related Personas

Emma  
Alex  
Chris

### Bio/Description:

Sophia is a creative and analytical Marketing Strategist who specializes in developing data-driven campaigns that drive brand awareness and customer engagement. With a background in digital marketing and brand management, she collaborates with sales and product teams to align marketing efforts with business goals. Sophia enjoys brainstorming innovative marketing strategies and analyzing campaign performance to optimize results. She thrives in dynamic environments and values adaptability, audience insights, and storytelling.

### Data, Reports I use:

- Campaign performance analytics and conversion tracking.
- Social media engagement and audience insights.
- SEO performance and keyword ranking reports.

### Information Resources I Trust:

- Google Think with Google for data-driven marketing insights.

### How I Am Evaluated:

- Campaign engagement and conversion rates.
- ROI of paid advertising and content marketing efforts.

### Goals:

- Develop and execute high-impact marketing campaigns.
- Strengthen brand positioning and messaging.
- Increase customer engagement and lead generation.
- Stay ahead of digital marketing trends and innovations.

### Motivation:

- Incentive: Recognition for successful campaigns, career advancement.
- Fears: Marketing efforts failing to drive business growth.
- Growth: Learning new marketing automation and analytics tools.

### Frustration/Issues:

- Changing social media algorithms affecting organic reach.
- Difficulty proving marketing ROI to leadership.
- Budget limitations restricting campaign creativity.



**Michael the Financial Analyst**  
"Numbers tell a story—I make sure it's the right one."

### General Info

**Age:** 25

**Work:** Financial Analyst

**Reports to:** CFO

**Edu/Certs:** B.S. in Finance

**Family:** Active Single

**Location:** Muskoka

**ISTJ –**  
Introvert,  
Sensing,  
Thinking,  
Judging

### Related Personas

Emma  
Chris  
David



**Rachel the Healthcare Administrator**  
"Efficiency in healthcare leads to better patient outcomes."

### General Info

**Age:** 25

**Work:** Healthcare Administrator

**Reports to:** Chief Medical Officer

**Edu/Certs:** MHA

**Family:** Active Single

**Location:** Sarnia

**ESTJ –**  
Extrovert,  
Sensing,  
Thinking,  
Judging

### Related Personas

Emma  
Chris  
David

### Bio/Description:

Michael is a detail-oriented Financial Analyst who specializes in interpreting financial data to drive business decisions. With a background in finance and economics, he works closely with executives and department heads to provide accurate forecasts, budget recommendations, and risk assessments. Michael thrives on data accuracy and strategic planning, ensuring that companies maintain financial stability and growth. He values precision, efficiency, and well-structured financial models to support corporate objectives.

### Data, Reports I use:

- Financial statements and profit/loss analysis.
- Budget vs. actual performance reports.
- Market trends and competitive analysis.
- Investment and portfolio risk assessment.
- Cash flow forecasting and variance reports.

### Information Resources I Trust:

- Bloomberg for market trends and financial news.

### How I Am Evaluated:

- Accuracy and reliability of financial reports.
- Impact of financial insights on business decisions.

### Bio/Description:

Rachel is a dedicated Healthcare Administrator who ensures the smooth operation of healthcare facilities by managing resources, coordinating staff, and implementing policies. With a background in healthcare management and business administration, she works closely with medical professionals and executives to improve patient care efficiency. Rachel is passionate about streamlining administrative processes, ensuring compliance with regulations, and enhancing patient satisfaction. She values organization, leadership, and data-driven decision-making in her role.

### Data, Reports I use:

- Patient satisfaction and feedback reports.
- Budget allocation and financial performance reports.
- Staff scheduling and productivity metrics.

### Information Resources I Trust:

- American College of Healthcare Executives (ACHE)
- Healthcare Financial Management Association (HFMA)

### How I Am Evaluated:

- Efficiency of healthcare facility operations.
- Compliance with healthcare regulations and policies.

### Goals:

- Provide accurate financial forecasts to aid in business strategy.
- Identify cost-saving opportunities and revenue growth areas.
- Ensure financial compliance and risk mitigation.
- Improve financial reporting processes and efficiency.

### Motivation:

- Incentive: Career progression, bonuses for financial accuracy and insights.
- Fears: Inaccurate reporting leading to poor business decisions.
- Growth: Expanding knowledge in financial modeling and market trends.

### Frustration/Issues:

- Inconsistent or delayed financial data affecting forecasts.
- Lack of alignment between financial strategy and business goals.

### Goals:

- Improve operational efficiency in healthcare facilities.
- Ensure compliance with healthcare regulations and policies.
- Optimize patient care processes and staff productivity.
- Reduce costs while maintaining high-quality care.


### Motivation:

- Incentive: Career growth, recognition for improving healthcare operations.
- Fears: Compliance failures leading to legal and financial repercussions.
- Growth: Staying updated with healthcare policy changes and management strategies.

### Frustration/Issues:

- Navigating frequent changes in healthcare regulations.
- Budget constraints impacting hospital and clinic operations.






*"The Body achieves what the mind believes"*

**Age:** 30  
**Work:** Software Engineer  
**Location:** Toronto, Ontario  
**Lifestyle:** Lives in a condo near Downtown with a gym, likes to explore different fitness classes in the city and maintain an active social life.

**Personality**

Introvert	Extrovert
Routine-Oriented	Spontaneous
Traditional	Tech-Adaptable



Tech-savvy   Ambitious   Health-Conscious

Social

**Goals**

- Create a consistent workout schedule
- Track daily water intake without hassle
- Maintain optimal calorie and hydration levels to improve energy and performance.

**Frustrations**

- Difficulty in maintaining hydration levels during busy work schedules.
- Lack of personalized guidance and feedback.



**Bio**

Joe is a software engineer and a health-conscious individual. Due to his busy schedule, he struggles to track his water intake consistently. He is looking for an AI-powered solution that seamlessly integrates with his fitness routine, provides personalized hydration reminders and personalized guidance without requiring manual input. Joe would like an application that automates tracking, sends timely reminders, and allows him to stay focused on work while maintaining optimal hydration effortlessly.

**Motivations**

Self-Improvement	85%
Work-Life Balance	45%
Social	95%
Fear of Health Issues	65%

**Brands & Influencers**

**Preferred Channels**

Mobile App Reminders	95%
Social Media	55%
Email	75%
AI Voice Assistants	85%
Wearable Device Integration	65%

## 2.4 Scenarios

Write a persona scenario for one of your main product workflows. If you are working in a team, **each person on the team must write a scenario**. Your scenarios must align to your product decomposition. Your scenario must be written from the perspective of your main persona outlined in section 2.2. A scenario is a narrative of a persona completing a task in your application, it should be in business language and describe the persona's goals and interaction with the solution. **Scenarios should not speak to the design of the system.**

### Persona Scenario: Emma the Data Analyst Using WellFit AI

Emma, a data analyst with a demanding job, often finds herself sitting at her desk for extended hours, losing track of her hydration and fitness goals. Determined to improve her overall well-being, she turns to WellFit AI, an AI-powered fitness and hydration tracking application, to help her maintain a balanced lifestyle. One morning, Emma starts her day by opening the WellFit AI app on her phone. The AI-powered dashboard greets her with a summary of her progress from the previous day, highlighting her hydration levels, exercise routine, and calorie intake. She notices a hydration alert suggesting that she has been consistently under her recommended water intake.

After reviewing her morning routine, Emma decides to follow her AI-recommended personalized fitness plan. She selects a short, guided stretching session that the app suggests, based on her sedentary work habits. As she follows along with the workout, the AI-powered motion tracking analyzes her movements, providing real-time feedback on her form and ensuring she performs each stretch correctly.

Midway through her workday, WellFit AI sends her a hydration reminder based on her activity level and environmental factors, such as the temperature and humidity in her location. Emma takes a break, drinks a glass of water, and logs her intake using the app's one-tap tracking feature.

Later in the evening, after finishing work, Emma checks the WellFit AI progress analytics to review her hydration and fitness trends for the week. She notices that her hydration levels have improved over the past few days due to the AI reminders, and her movement data suggests that she has been more active compared to the previous week. Motivated by this progress, she sets a new goal to increase her daily water intake and extend her evening workout sessions.

By integrating seamlessly into her daily routine, WellFit AI helps Emma stay accountable for her hydration and fitness goals, making it easier for her to maintain a healthy work-life balance.

#### **Persona Scenario: Joe - Track Water Intake**

Joe is a tech-savvy software engineer who prioritizes his fitness but often struggles to maintain adequate hydration throughout his busy workday. He realizes that his energy levels drop, impacting both his work outputs and his gym performance. Although he is careful about other parts of his fitness routine, he often forgets to drink water, and manually tracking it appears to be a task. Joe sets his own personalized hydration goals in WellFit AI. The app sends timely reminders to his phone throughout the day, adapting to his schedule and workout intensity. He records his water intake with a quick tap, receiving immediate feedback about his hydration levels and how it impacts his fitness. Joe views the hydration report at the close of the day, appreciating the recommendations. With WellFit AI, he keeps himself well-hydrated safely, increasing his energy and performance.

#### **Persona Scenario: Alex – Consistency in fitness Journey**

Alex often gets immersed in work, making it difficult to track fitness and hydration consistently. He appreciates AI-powered tracking, especially if the UI is intuitive and easy to use. When using WellFit AI, Alex starts his day by checking his personalized fitness recommendations and hydration goals. During workouts, the AI-powered motion tracking ensures proper form, which he finds useful. The hydration reminders help him stay on track, as he often forgets to drink water. At the end of the day, Alex reviews his progress insights, which motivate him to maintain consistency in his fitness routine.

#### **Persona Scenario: Chris – Workout performance**

Chris struggles with motivation and often works long hours, making it hard to prioritize fitness. He likes the concept of AI-powered tracking but is skeptical about its accuracy without manual input. While using WellFit AI, Chris receives real-time feedback on his workout performance, which helps him stay engaged. The hydration tracker automatically adjusts his water intake reminders based on his activity level. Over time, Chris finds the AI-generated progress reports helpful in recognizing patterns and making small improvements in his fitness routine.

#### **Persona Scenario: David – Hydration**

David has a hectic schedule filled with meetings and project deadlines, often leaving little time for fitness. He values minimal-effort tracking and appreciates that WellFit AI automates much of the process. The app sends him quick hydration reminders and suggests short, effective workouts tailored to his available time. During breaks, David follows the app's recommended mobility exercises, ensuring he stays active despite his sedentary job. At the end of the week, the app provides insights into his hydration and activity trends, allowing him to make adjustments to his routine.

#### **Persona Scenario: Sophia – Userfriendly app for fitness**

Sophia travels frequently for work, making it challenging to maintain a consistent fitness routine. She enjoys using WellFit AI because it adapts to her changing schedule. The app syncs with her smartwatch, tracking her activity and hydration automatically. On busy days, WellFit AI suggests quick, high-intensity workouts to maximize efficiency. The AI-generated progress insights and goal-setting features help her stay motivated, even when she's on the go. Sophia appreciates the convenience and flexibility WellFit AI offers, making it easier to integrate fitness into her lifestyle.

#### **Persona Scenario: Michael – Structuring and improving his fitness**

Michael values efficiency and dislikes manually tracking fitness data. He uses WellFit AI because it saves time while providing accurate insights. The AI-powered motion tracking ensures he performs exercises correctly, reducing the risk of injury. The app also monitors his hydration levels and provides automated reminders based on his daily routine. Michael enjoys reviewing his weekly progress reports, which highlight trends in his fitness and hydration habits. With minimal effort, he can maintain a structured fitness routine that fits into his busy work schedule.

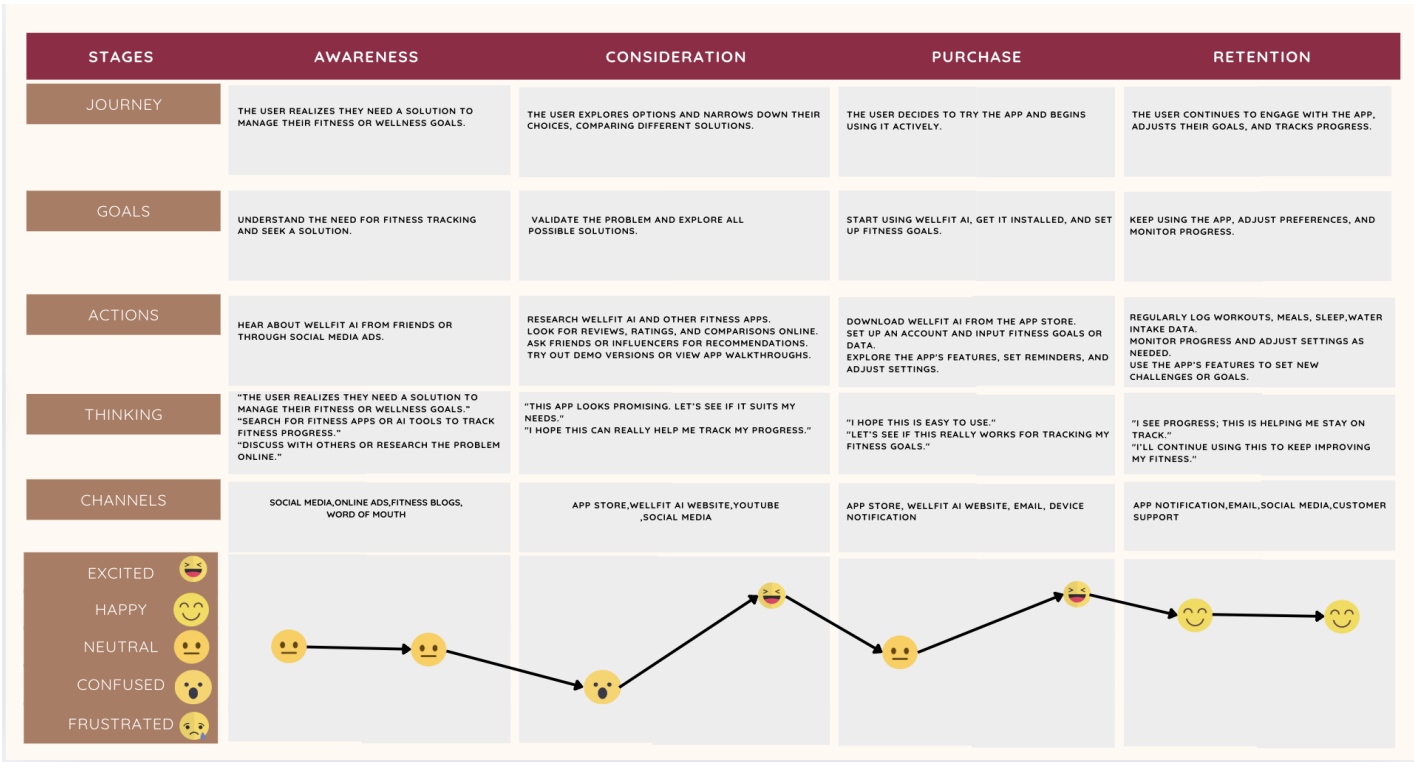
#### **Persona Scenario: Rachel – Mental and Physical Health maintenance**

Rachel understands the importance of staying active but often prioritizes work over personal fitness. She uses WellFit AI to help her stay accountable. The app recommends stress-relieving exercises based on her activity levels and work schedule. AI-powered hydration tracking adjusts her intake goals depending on her stress levels and workload. At the end of each week, she reviews her progress and sets new fitness goals. Rachel finds that WellFit AI helps her maintain balance between work, fitness, and overall well-being.

Conclusion

Through these interviews, it’s clear that WellFit AI addresses common challenges such as **lack of time, motivation, and consistency in tracking fitness and hydration**. Personas appreciate features like **AI-powered tracking, automated reminders, and progress insights**. By refining **AI accuracy, data privacy, and UI simplicity**, WellFit AI can better serve its users and improve adoption rates.

2.5 Customer Journey



3.0 Appendix

3.1 Business Analysis Work Plan:

Task ID	Task Name	Assigned To	Status	Completion Date
1.3	Product Scope	Shilpa	Completed	Feb - 01

2.0	Requirements Elicitation	All team members	Completed	March - 01
3.0	Document Testing	Shilpa & Akshay	Completed	March - 08
4.0	Content Verification	Musaab & Labdhi	Completed	March - 08

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