



# Leap Fitness

Rishi Ravikumar  
S Sanjana  
Arpit Agarwal  
Pratik B

PES1201700754  
PES1201700909  
PES1201701084  
PES1201700272



# Needfinding

Over the past few years, living a healthy lifestyle has become trendy. Nowadays, being healthy means being beautiful, successful, and fit.

People are becoming increasingly aware of diseases caused by obesity and sedentary office work.

It's because of the technological advancement, several fitness mobile apps are also developed, which not only help in improving the fitness level, but also help in maintaining a healthy life.

# Needfinding

## Statistical Background

With the rise in popularity in smart watches, the fitness industry has expanded into providing services for wearable devices. As of 2018, over 25% of the fitness app market is because of wearable devices like smart watches, fitness bands, etc.

Global fitness app market share, by device, 2018 (%)



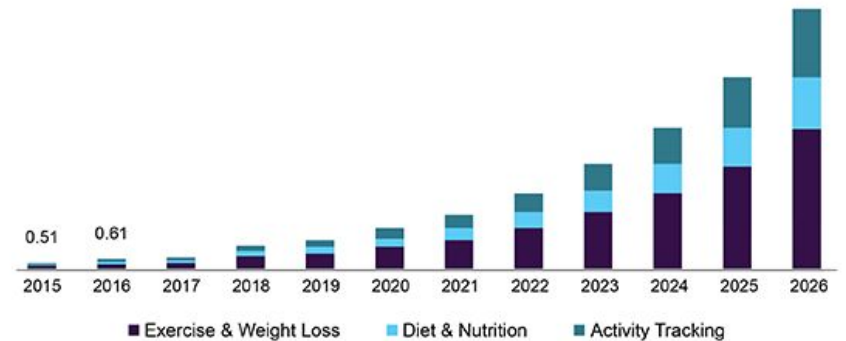
Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

# Needfinding

Fitness apps can be divided into three groups:

1. Workout and exercise apps
2. Nutrition apps
3. Activity tracking apps

U.S. fitness app market size, by type, 2015 - 2026 (USD Billion)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)



# Needfinding

## User Reviews from other popular apps

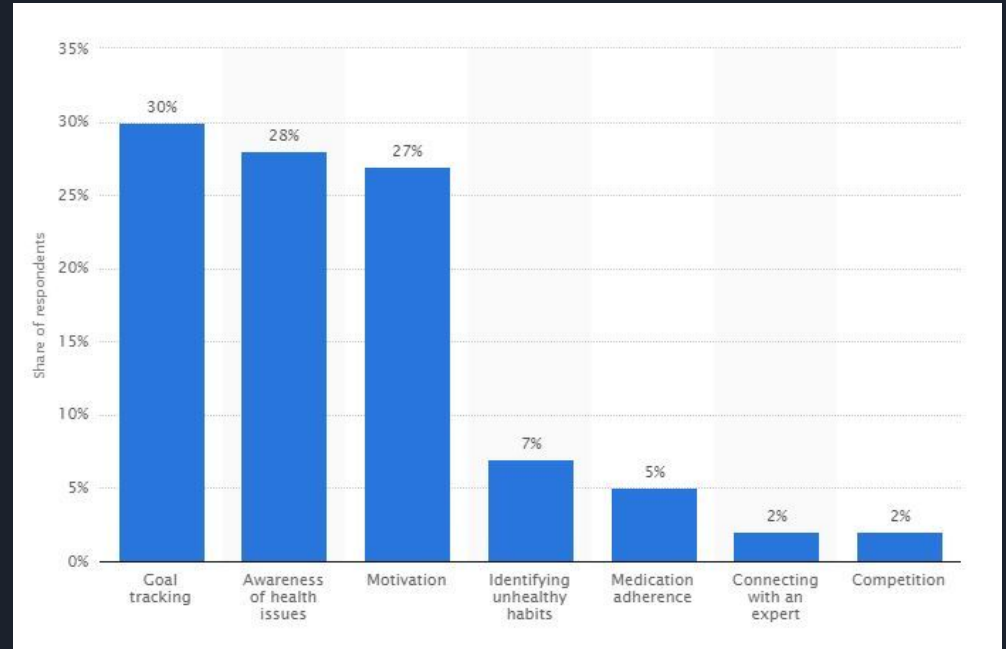
*"I've taken up the Dubai Fitness Challenge this year (today being the 1st day) and to keep up with the challenge, I use the Fastrack Reflex app to calculate my daily steps while I go for my walks/runs. But the problem in this, is that the sync option doesn't seem to be working."*

*"Have been using it for about half a year now and still have massive sync issues. Another major issue is even though I walk at work going from that to starting a bike ride home Google for thinks I've run home at 25kph. Try to sync in journal and just get the watch X icon as usual."*

*"As a new user, I found the app UI to be very cluttered. Advertisement gets more focus, promoted content gets more focus than the enrolled programs. Additionally, enrolled programs are difficult to locate."*

# Needfinding

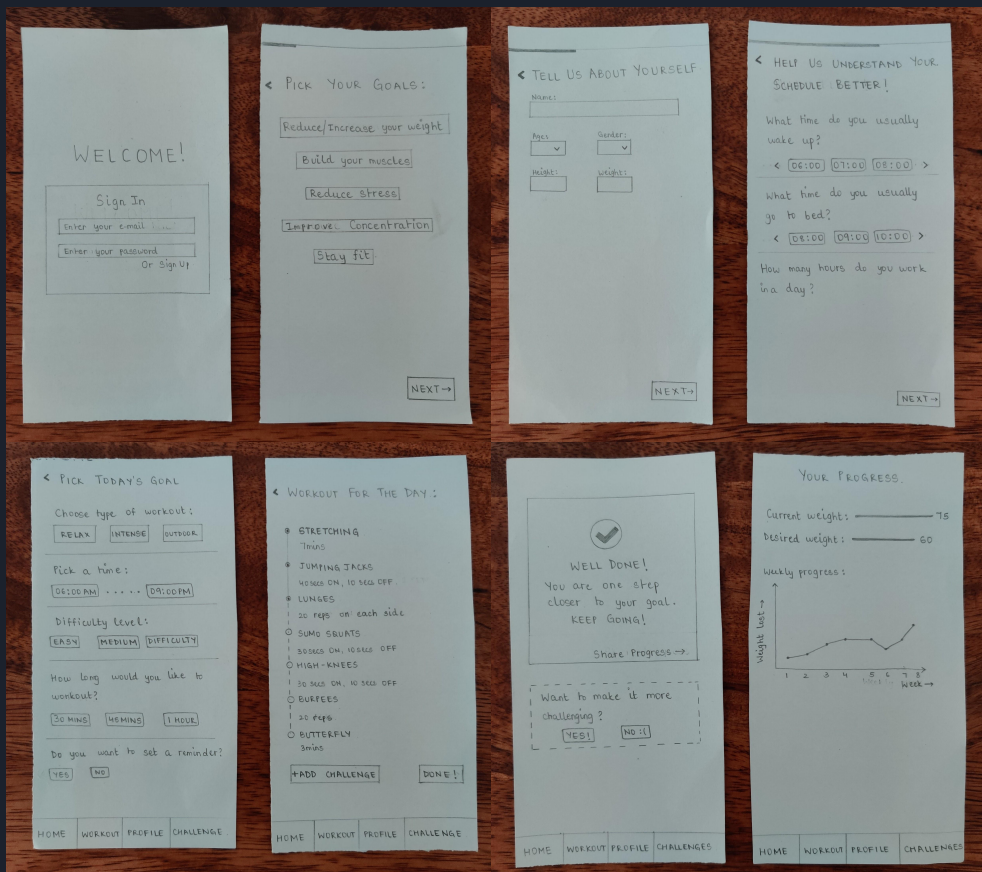
Statista's research shows the main reasons people use these applications, and our aim is to use this as a motivation behind the **Leap Fitness App**



# Concept Video

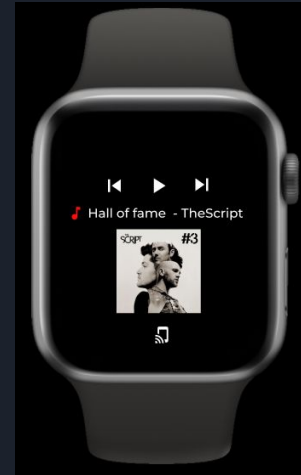
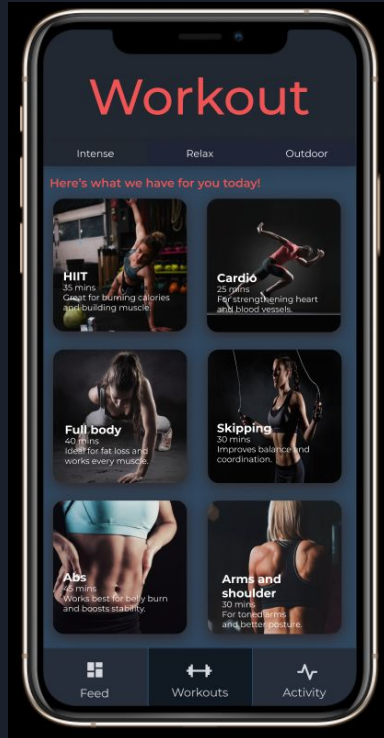


# Low-Fidelity Prototype

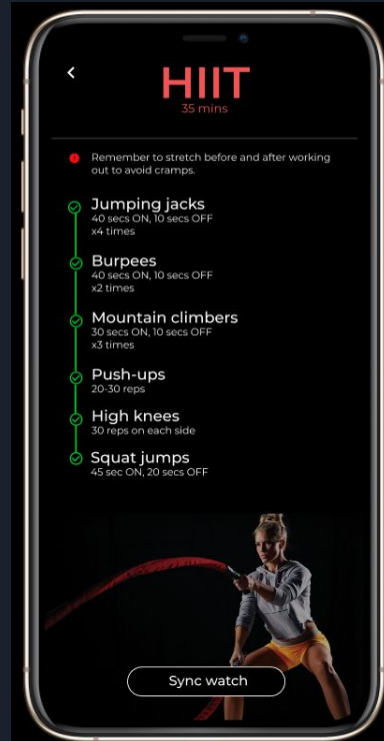




# High-fidelity Prototype



# High-fidelity Prototype



SYNC





High-fidelity Prototype

Figma Demo



Thank You