**To Users**

**To empower users by providing them fitness related information to help them monitor and improve their wellbeing.**

**To Provide them with information to make healthy life style choices**

**To Business**

**To create an online platform to gain insight into user’s health choices and deliver relevant (personalized) products, programs and activities.**

**Offering**

**Visualization of fitness goals**

**Creating an online fitness community**

**Personalization**

**Rewards**

**Spot Light (sharing stories)**

**Social Media Chatter**

**Return**

**Access to User’s fitness data**

**Creating engagement with the brand**

**Collecting product and program feedback**

**Increase LTF’s web offering**

**Monetary Benefits**

**REWARDS**

* **Incentivizes the use of the platform by rewarding users with LT Bucks, promotions or badges for reaching set goals**

**VISUALIZATION**

* **Provide users the ability to customize dashboards with metrics of their choice** 
  + **Gives a quick visual stock of progress**

**FITNESS COMMUNITIES**

* **Offer features like leader board for users participating in LTF races**
  + **Motivates users, by providing insight into level of preparedness among other competitors**
* **Offer users, the ability to create fitness groups**
  + **Gives users the ability to connect with friends and family**
  + **Promotes competitiveness among users of the group**
  + **Create promotions to reward best performing groups**
* **Create a platform for users to socialize and organize events (like MeetUp)**
  + **Allows users to connect with likeminded people**
  + **Allows users to participate in events organized by other users**
  + **Creates a social community within LTF**

**SPOT LIGHT**

* **Spot light is an area in the platform where user’s or expert’s share their fitness experiences**
  + **Motivates users to emulate others success**
* **Spot Light can also be the place for promoting new fitness, diet, program and product recommendations**

**PERSONILIZATION**

* **Provide product and program recommendations based on activity and interest**
* **Provide information to local events or promotions based on location**
* **Provide diet recommendations or promote new offerings in LTF Café’s**

**DATA**

* **Business gets access to fitness data from devices**
  + **Allows for the creation of a user’s Fitness Persona**
  + **Allows business to promote products and programs to the right users**

**INADVERTENT RESULTS**

* **Increases LTF’s online presence**
* **Creates engagement with the brand and among users**
* **Increased engagement, results in increased brand loyalty**
* **Provides the ability to gather product and program feedback**
* **The platform could possibly generate revenue through product sales, ad revenue and recommendation commissions**

**TECHNICAL DETAILS**

* **Server Side**
  + **Node JS**
  + **Several middleware’s**
* **Front End**
  + **HTML**
  + **CSS**
  + **Java Script**
* **Database**
  + **MongoDB**
* **Database Connector**
  + **Mongoose**
* **Dashboards**
  + **Charts.js**