

**Fitblix**

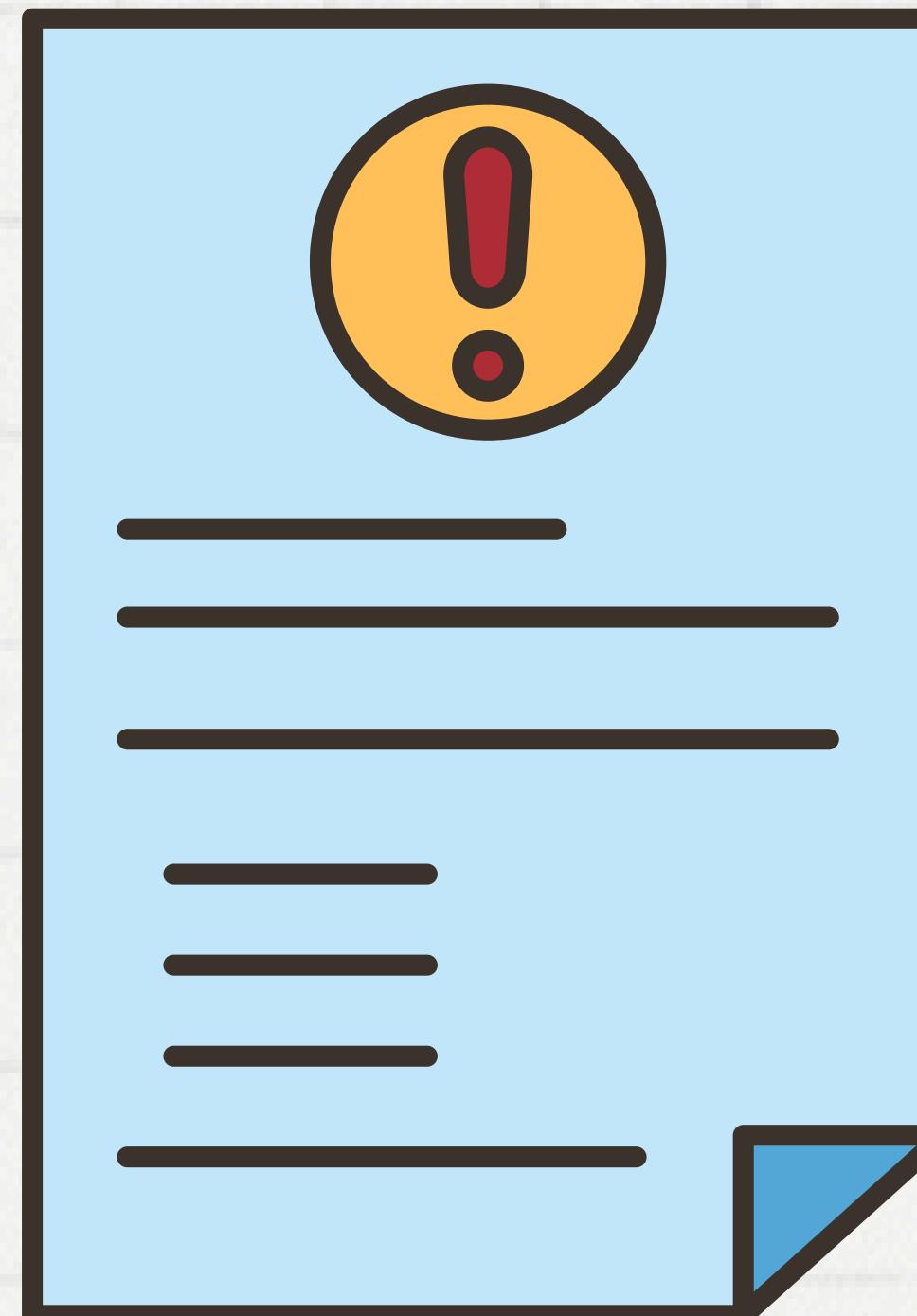
# **Fitness App**

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# Problem Statement

Users' expectations for the app performance have also continuously risen causing them hardly to accept applications that do not meet their expectations.

one of the fitness applications, "Fit Phone", has disappointed in the market. It lacks many features and workout videos for users to use.



# Review of existing mobile application

## 1. Sworkit



### Strength

- Features a clean, intuitive interface for easy navigation.
- Workout variety and flexible time options.
- Allow goal customization
- Create a personalised workout plan
- Adhere to HCI heuristics.

### Weakness

- Subscription based model
- Cannot replace the feedback from an human trainer.
- Cause injuries due to unchecked proper postures.



## 2. Nike Training Club

### Strength

- Diverse workout choices and features
- Professional guidance and coaching
- Focused workout player mode
- Compatibility with Nike Running Club and other platforms

### Weakness

- Wordy
- Limited music choices
- Absence of fundamental features



### 3. Daily Workouts – Fitness Coach

#### Strength

- provides users to choose different workout types
- provide video of a coach performing workout in a proper way

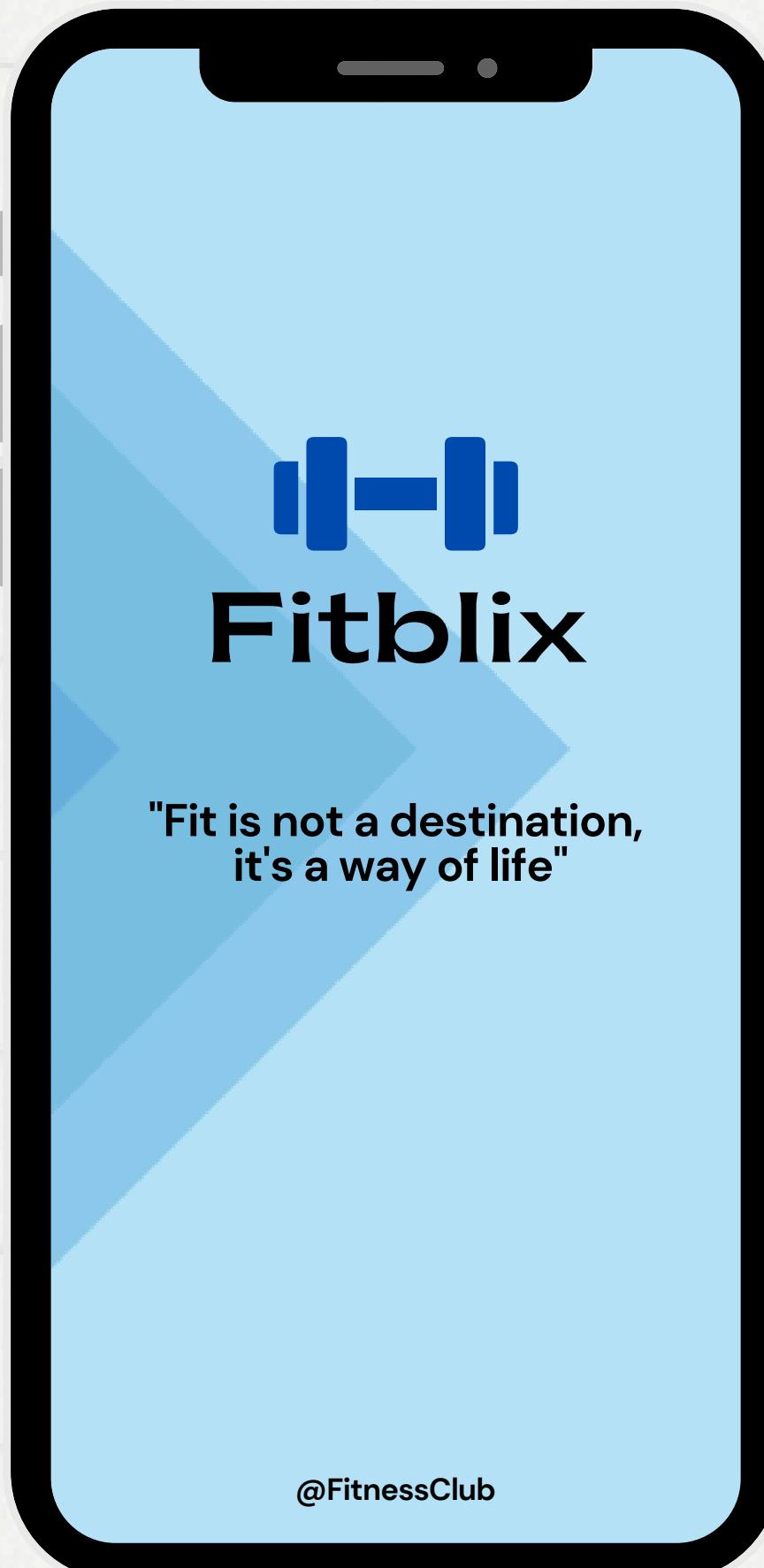
#### Weakness

- Does not provide feedback after finish workout
- Not enough rest time for users
- No stretching before and after workout cause injuries
- Cannot customise workout plan

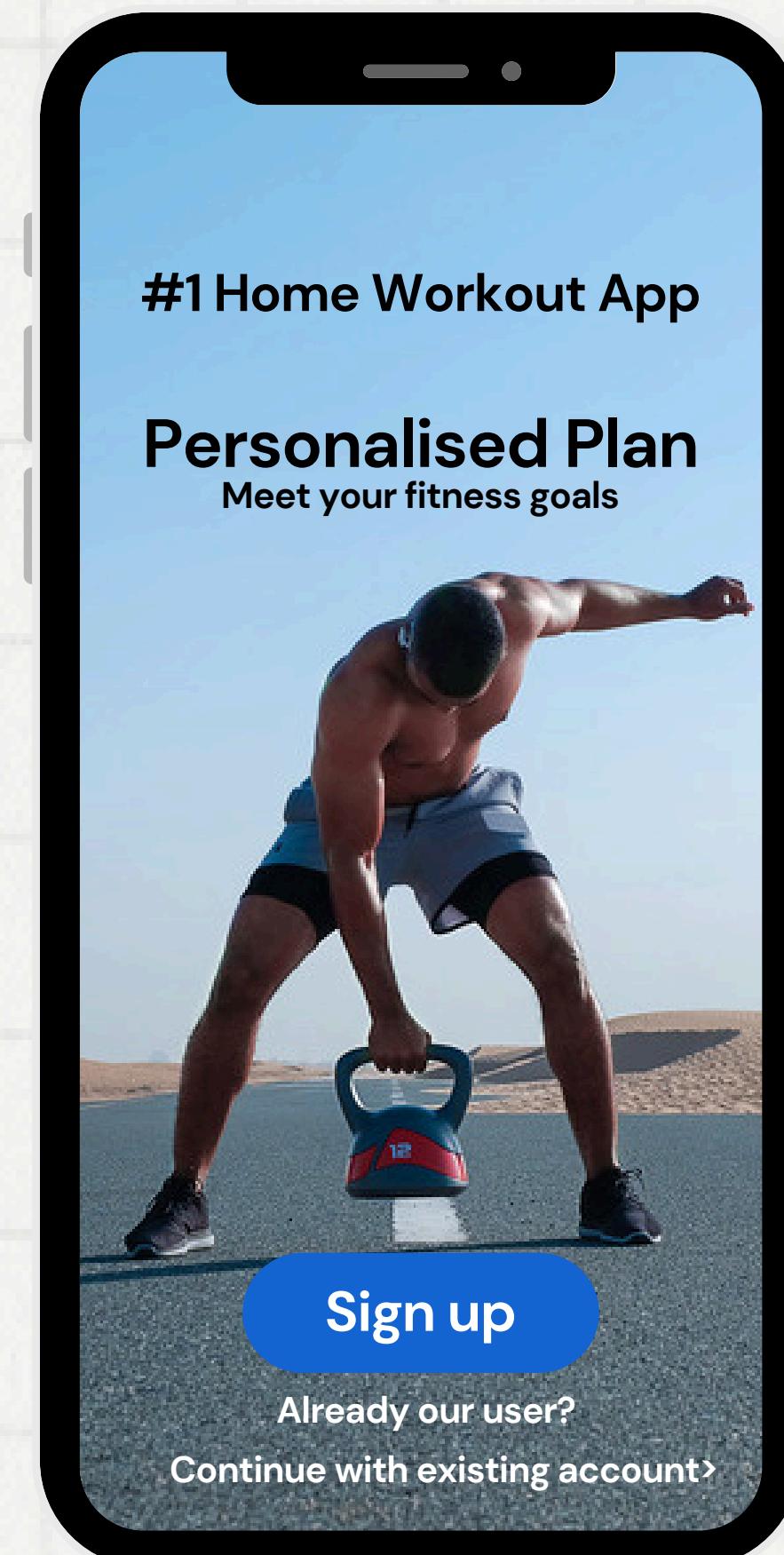
# Proposed Application

- "Fitblix" is a fitness application designed to help users achieve their ideal body shape.
- The app also provides personalized workout plans based on users' personal information.
- A feedback system is also provided for users to provide valuable feedback and improve the app's user experience.

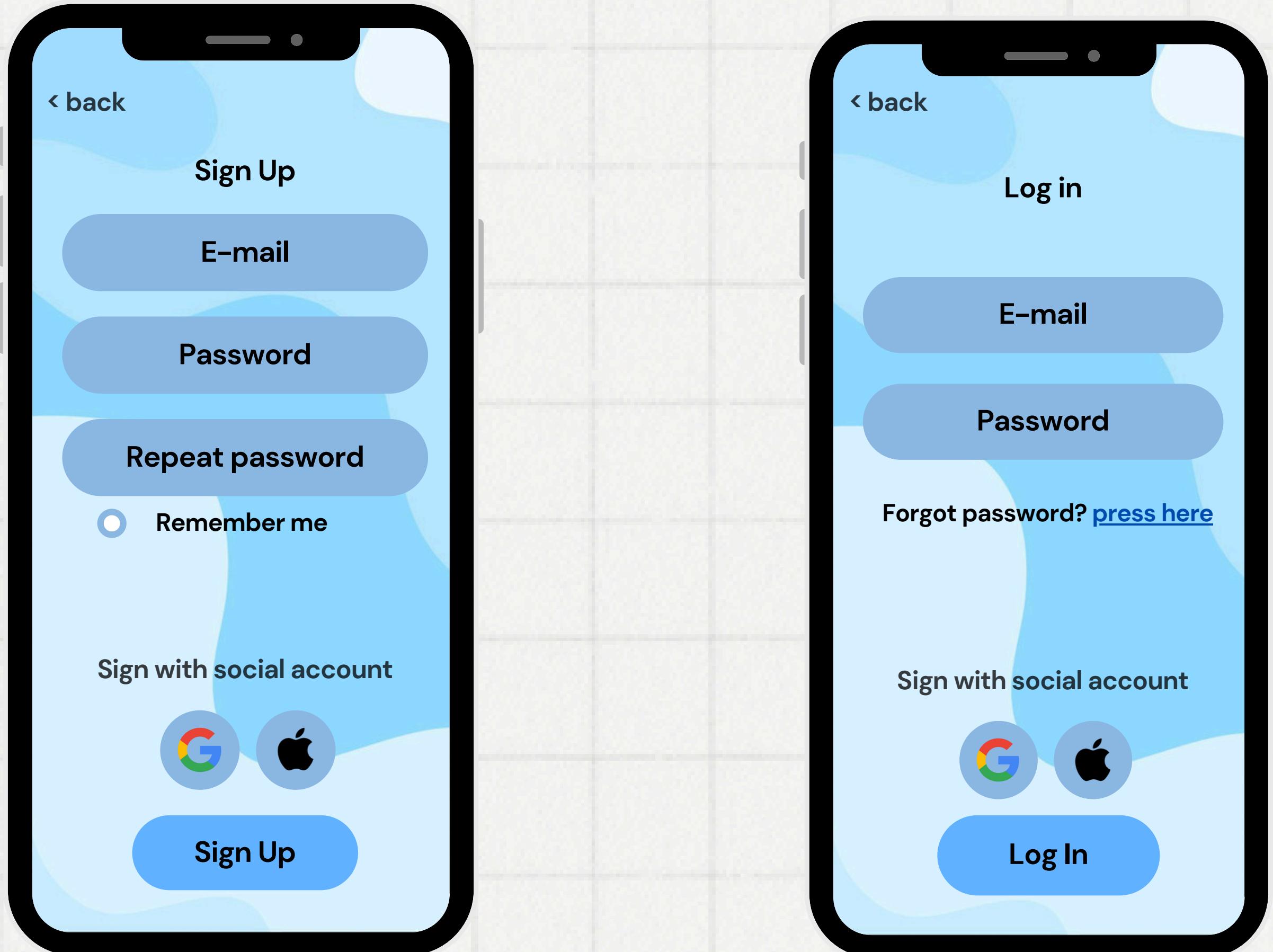
Loading Page



Start up page



# Registration page



## Personal Information

< back

Age

18  
19  
**20**  
21  
22

Gender

Male 

Female 

Others/ I'd rather not say

Next

## Primary Fitness Main Goal

< back

What's your main goal ?

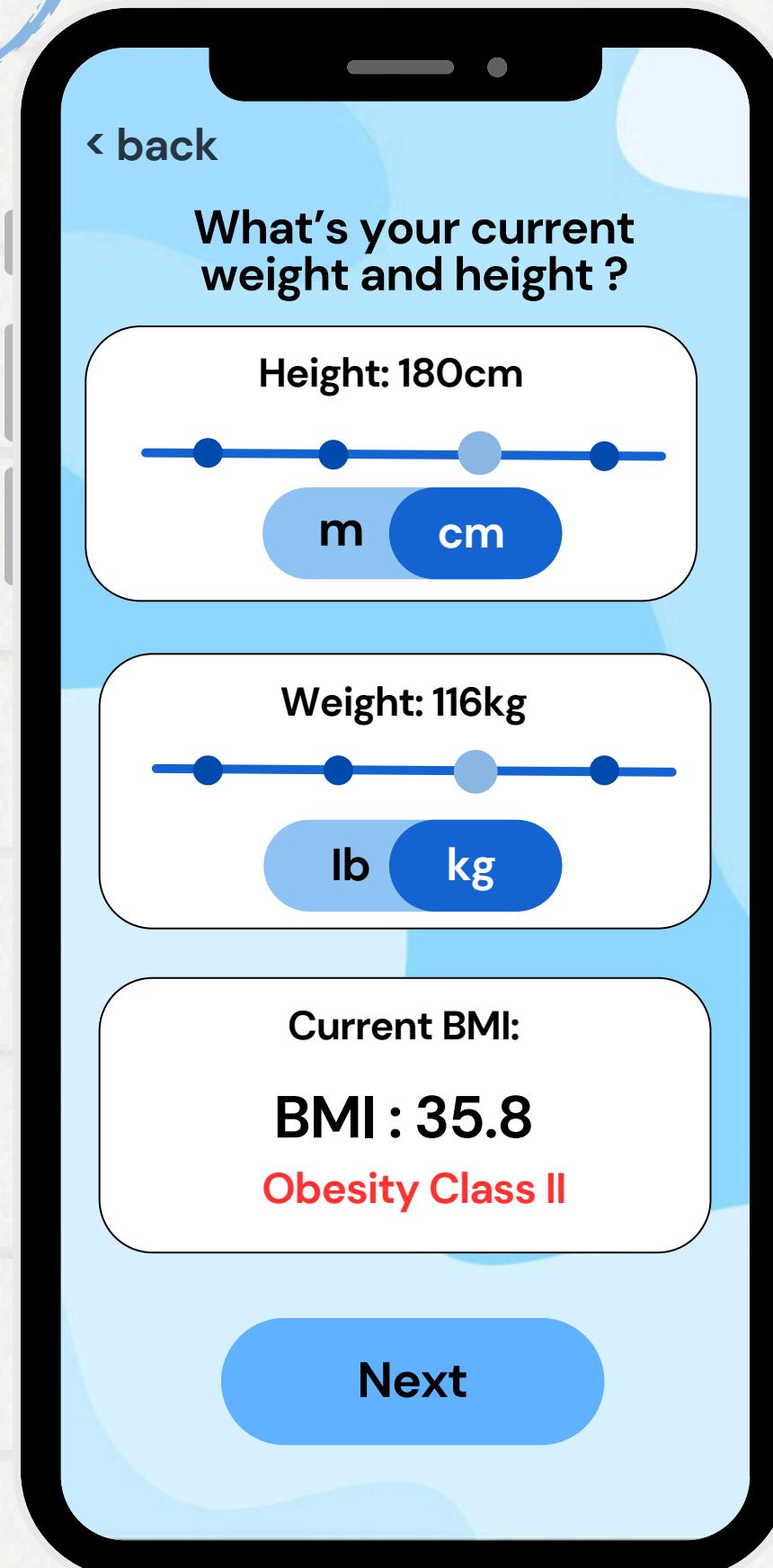
Lose Weight 

Build Muscle 

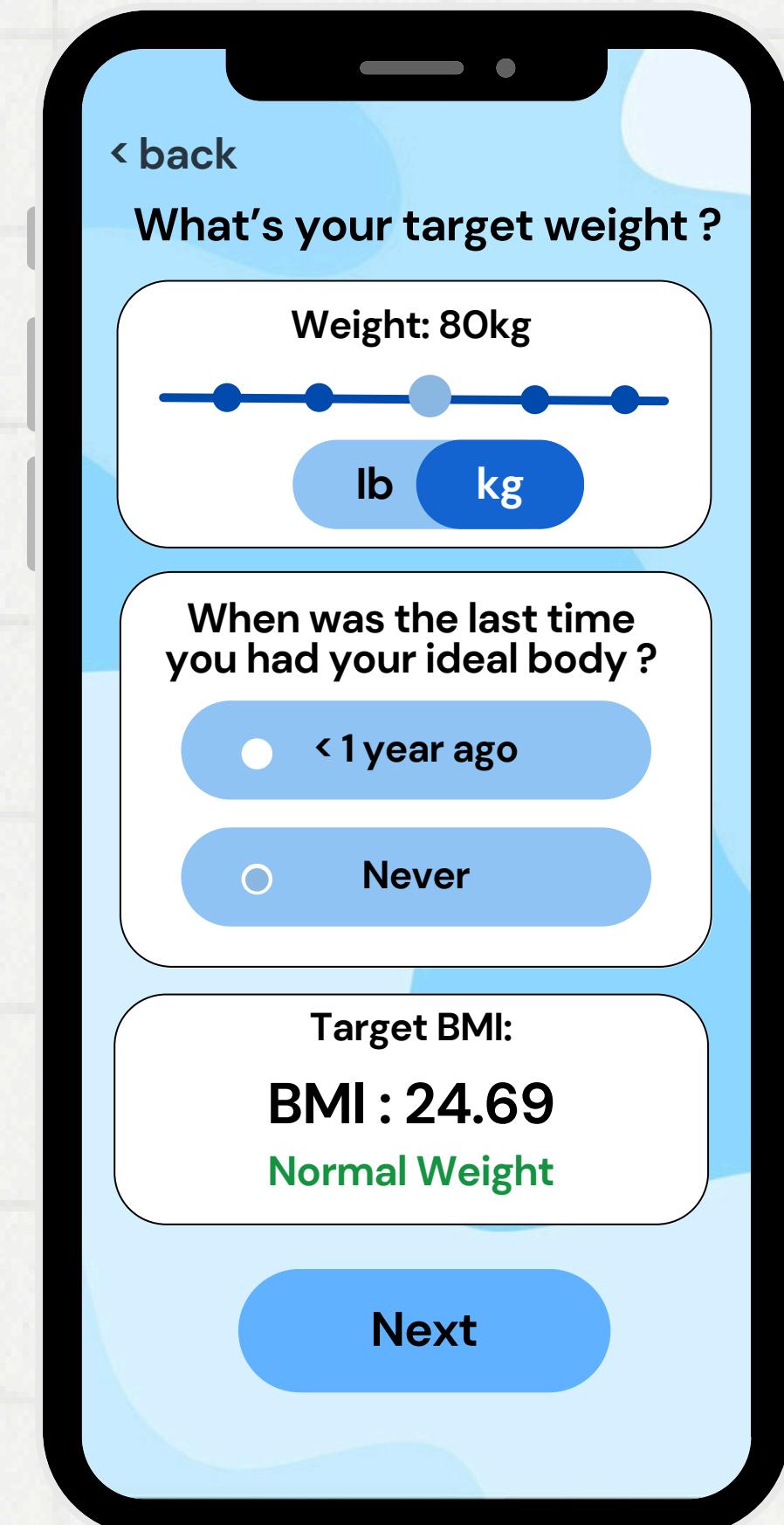
Get Toned 

Next

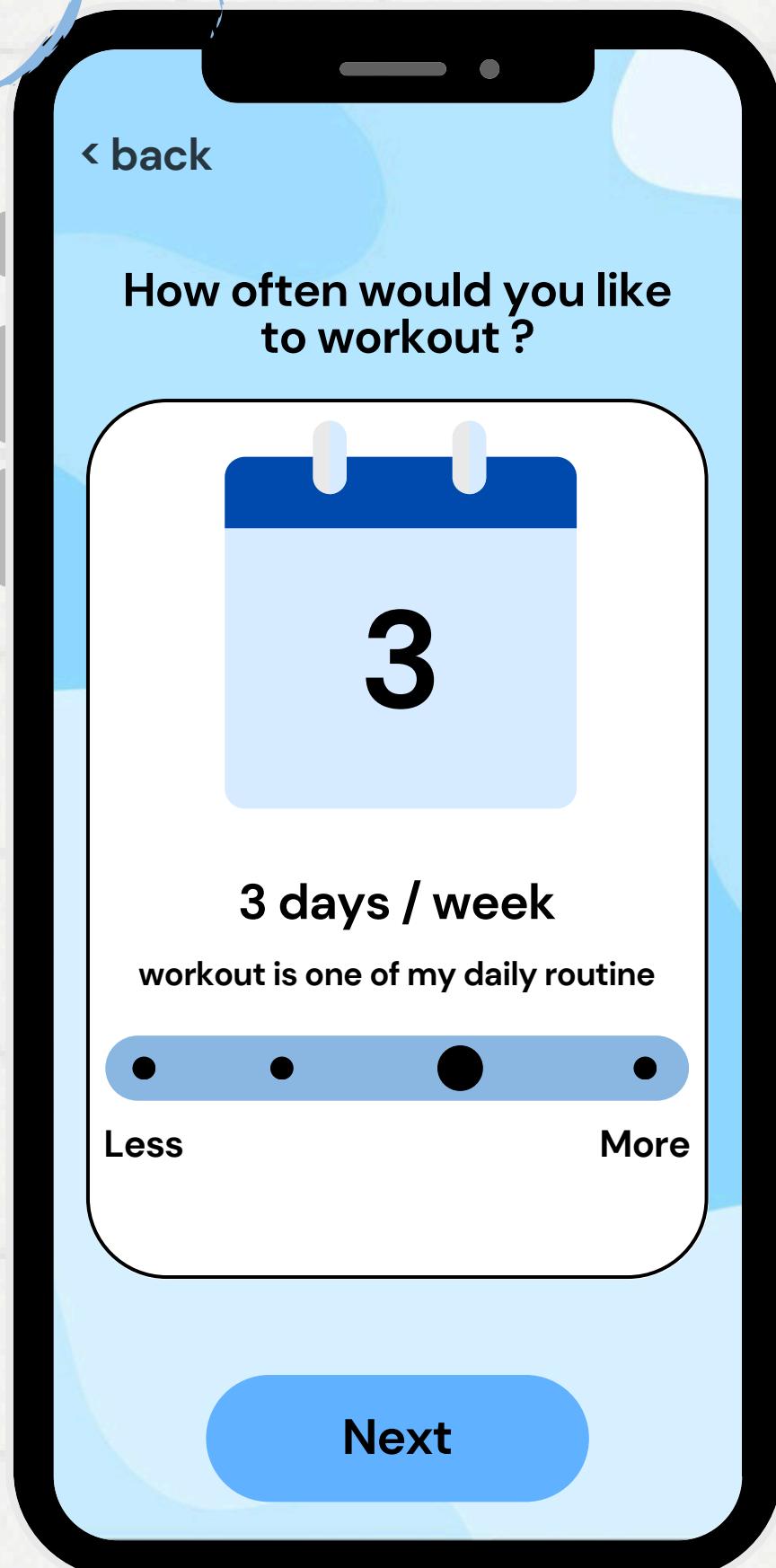
## Current Height & Weight



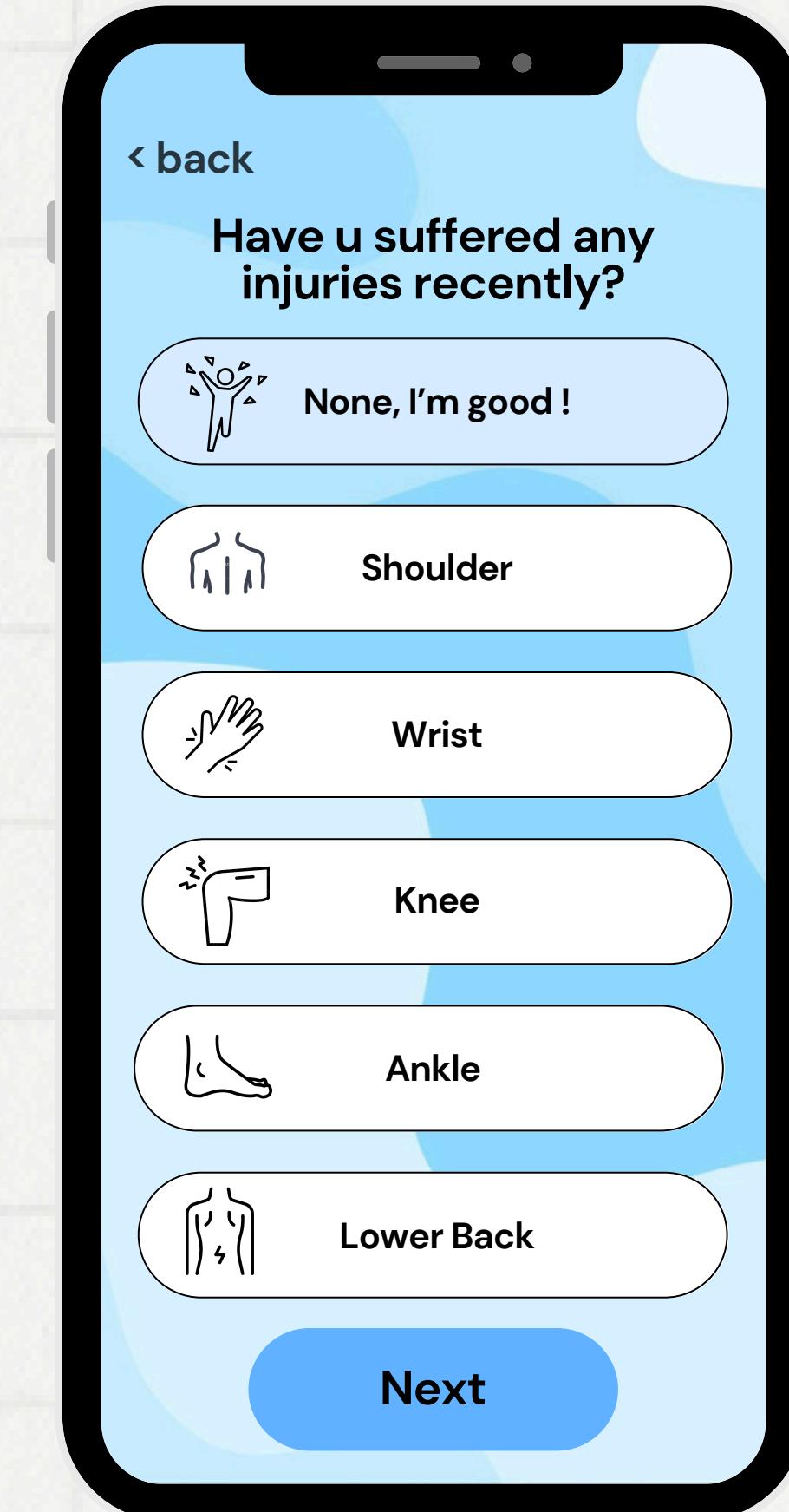
## Target Weight



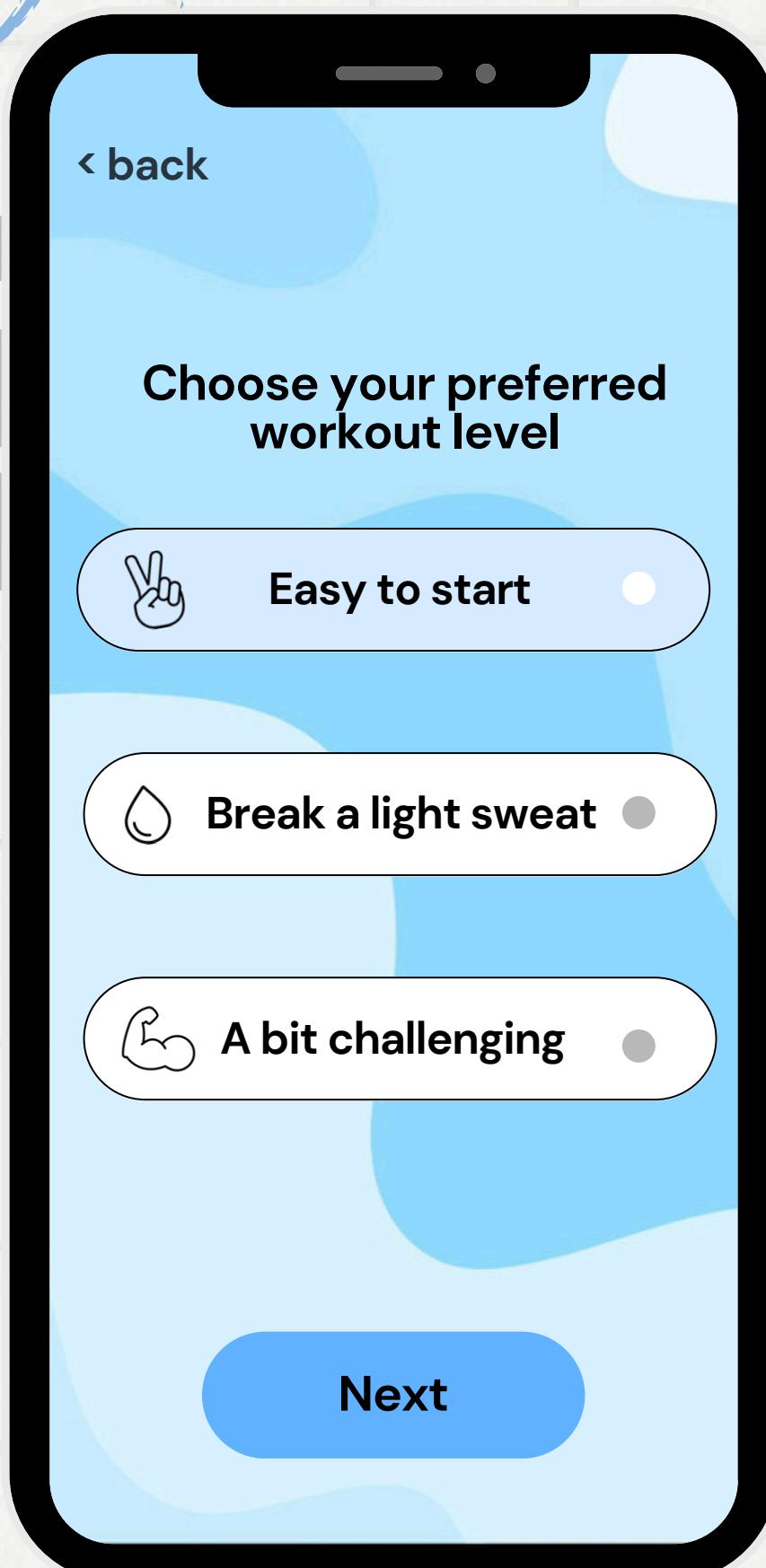
## Workout Frequency



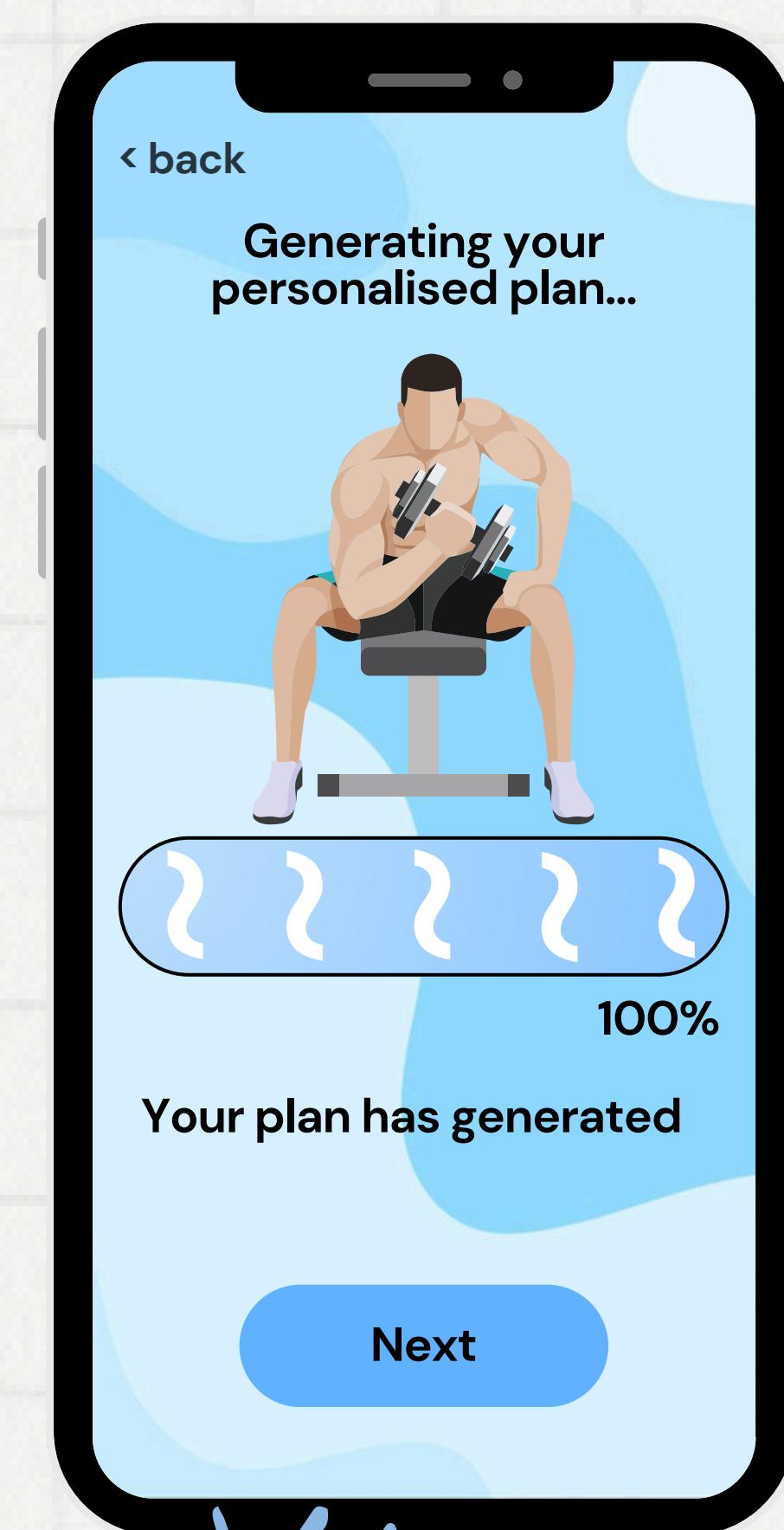
## Recent Injuries



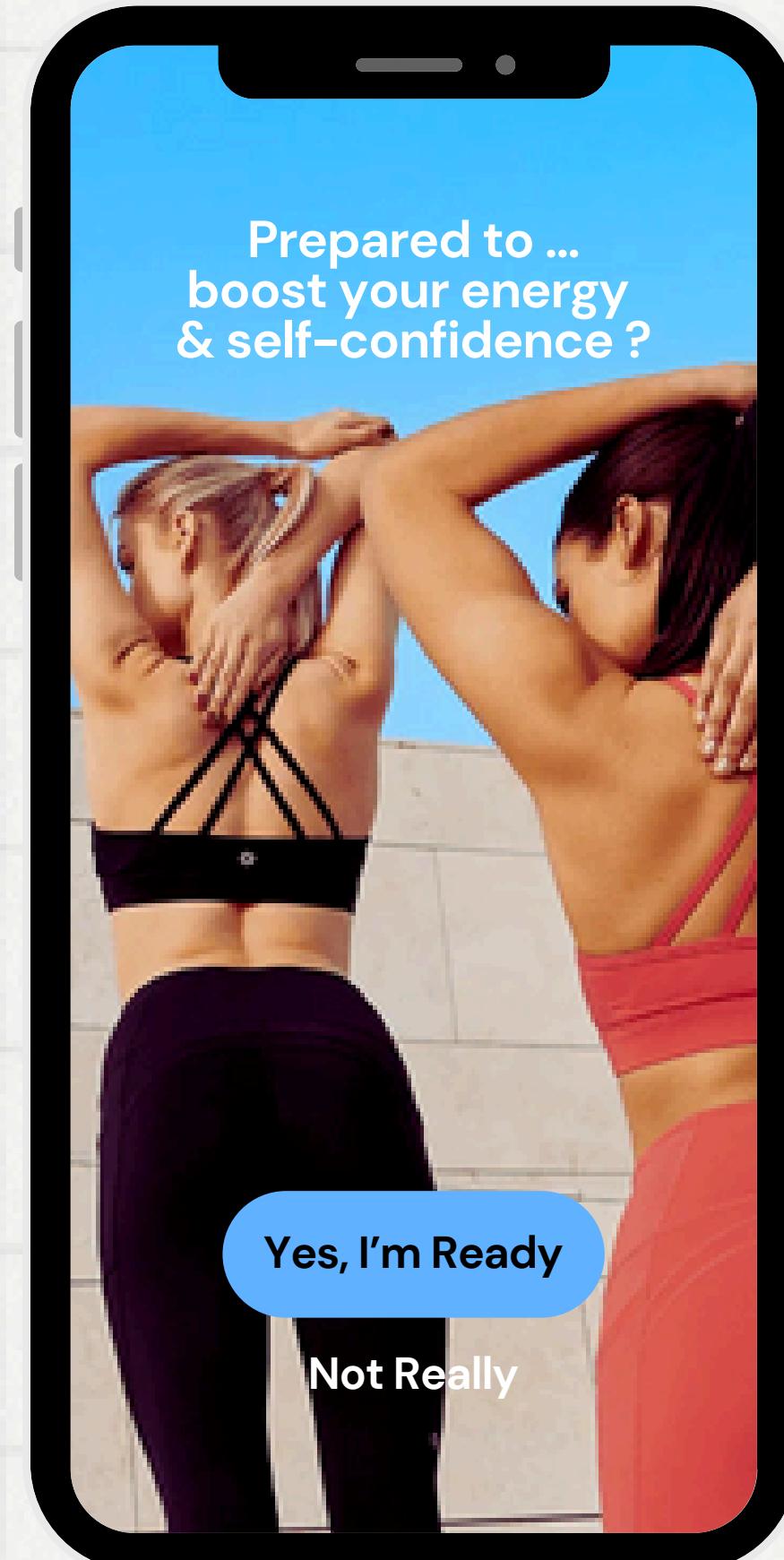
## Workout Level



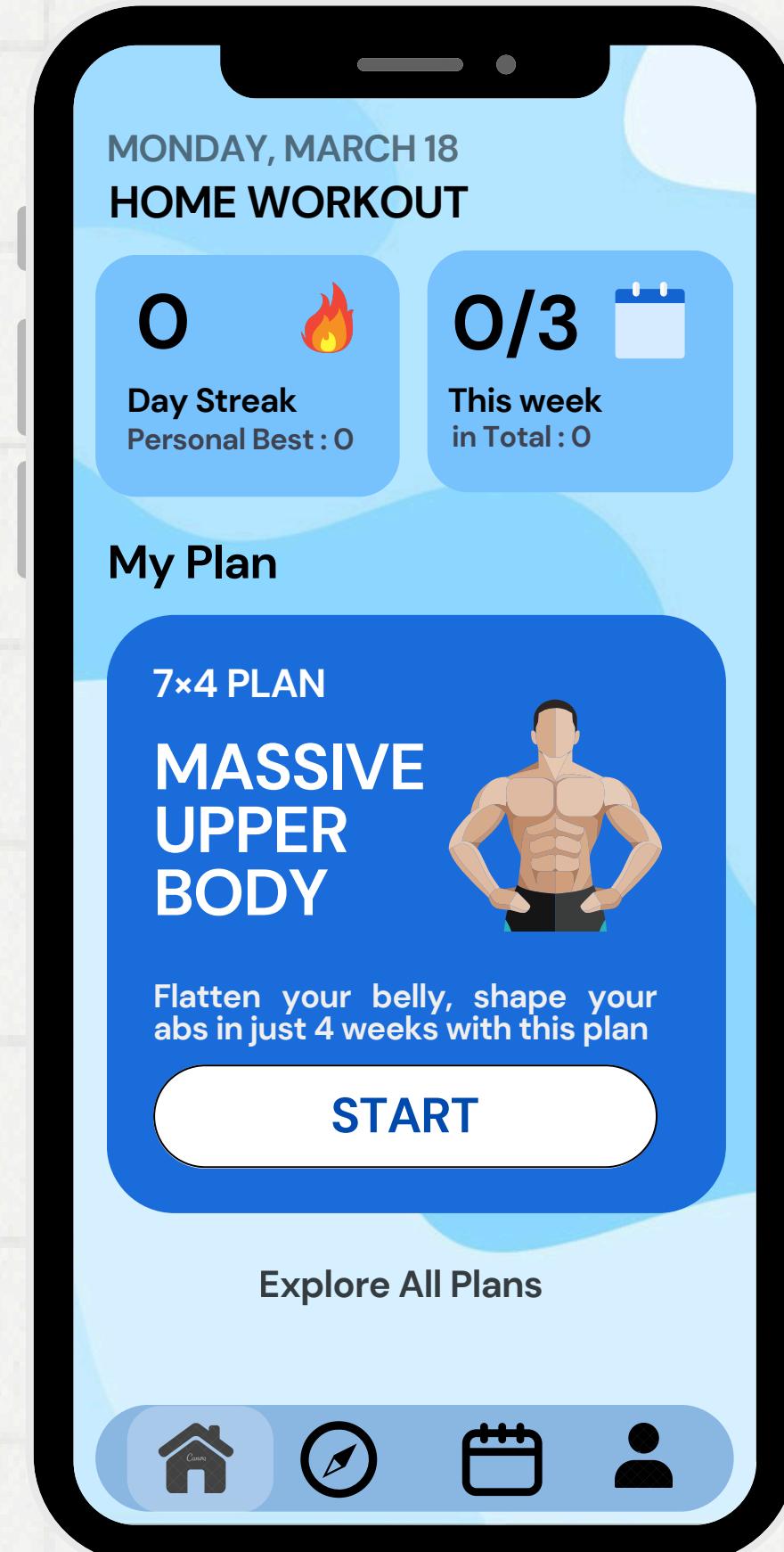
## Loading Page



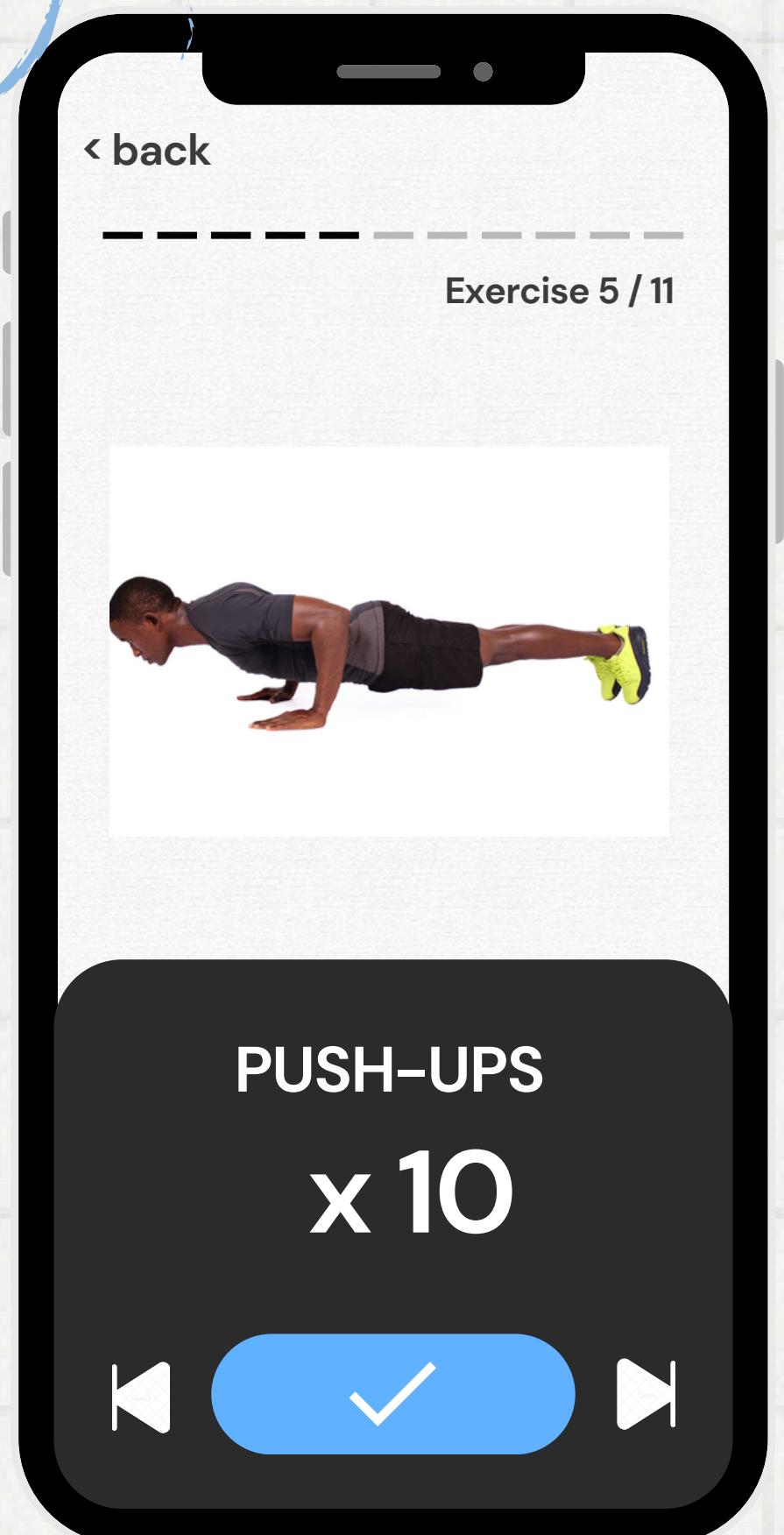
## Get Ready Page



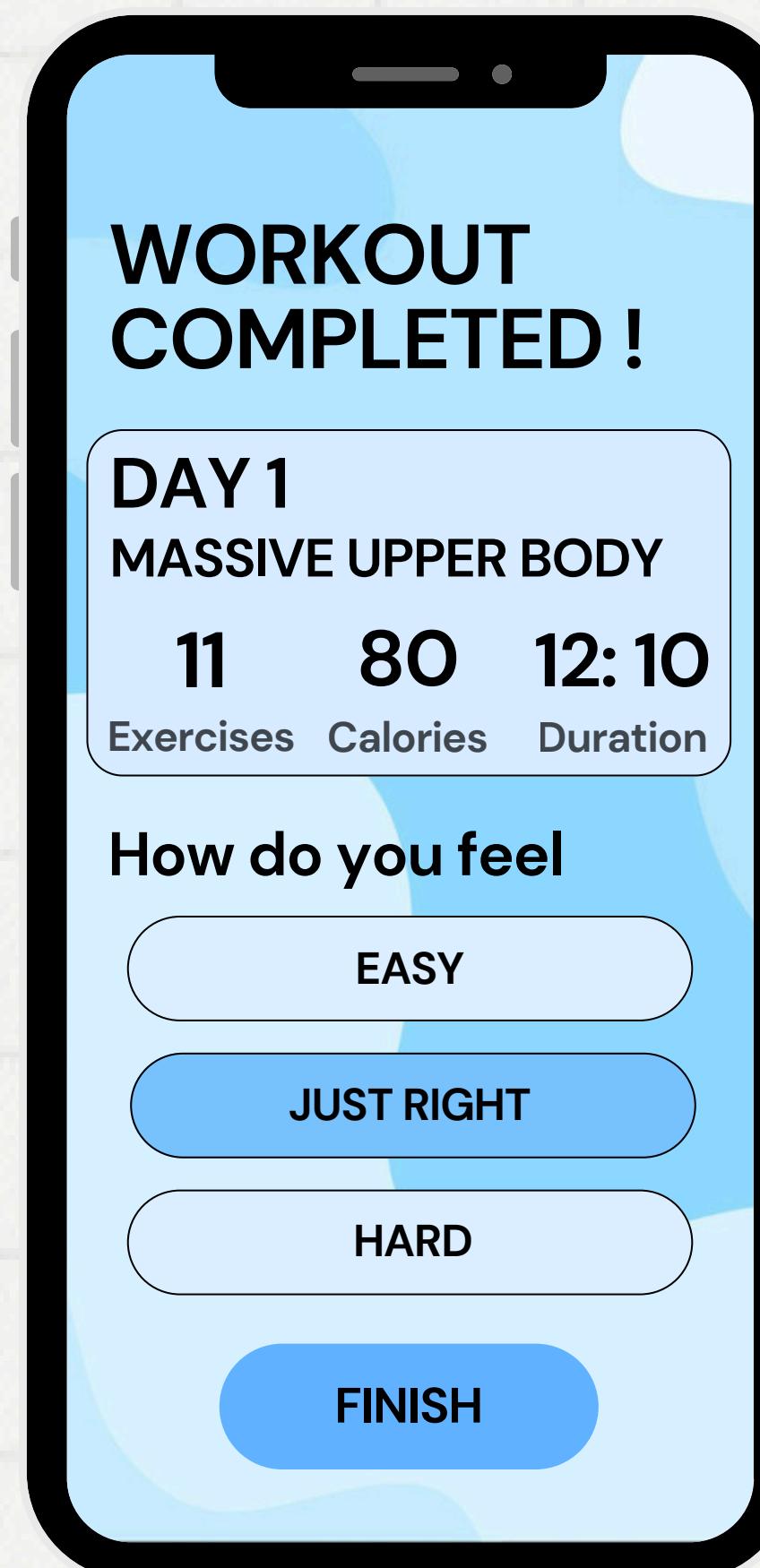
## Homepage



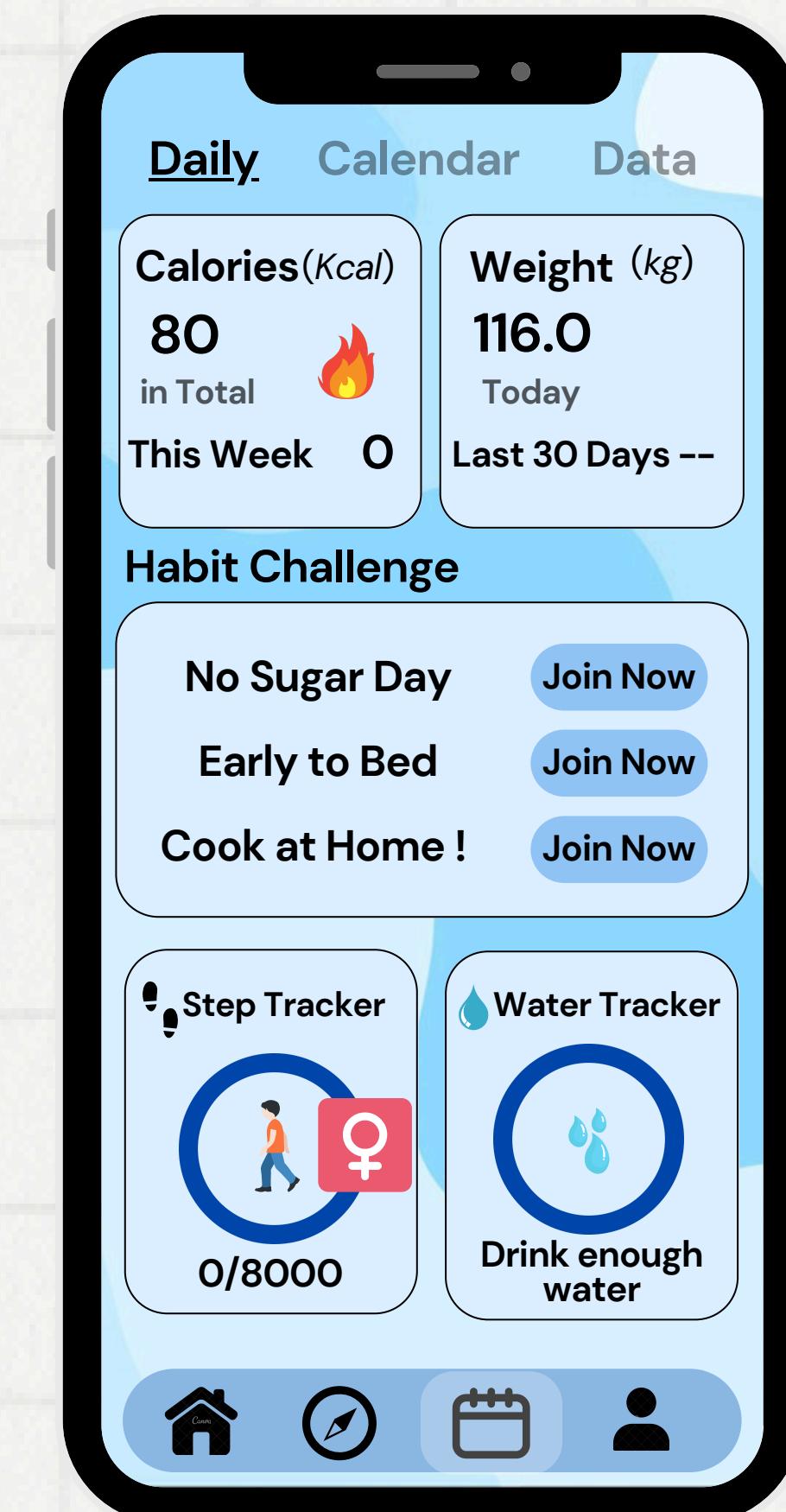
# Workout Mode



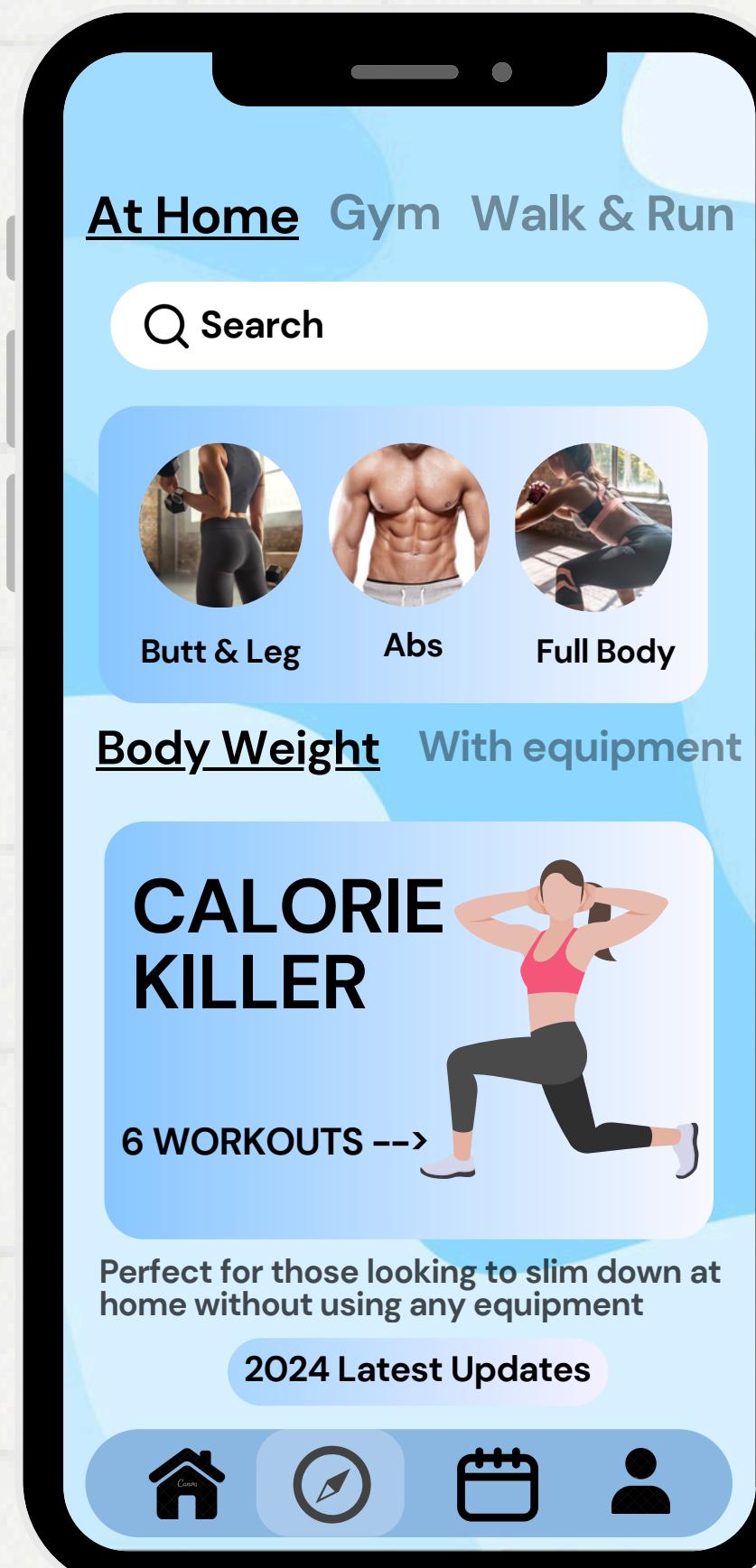
## Workout Feedback



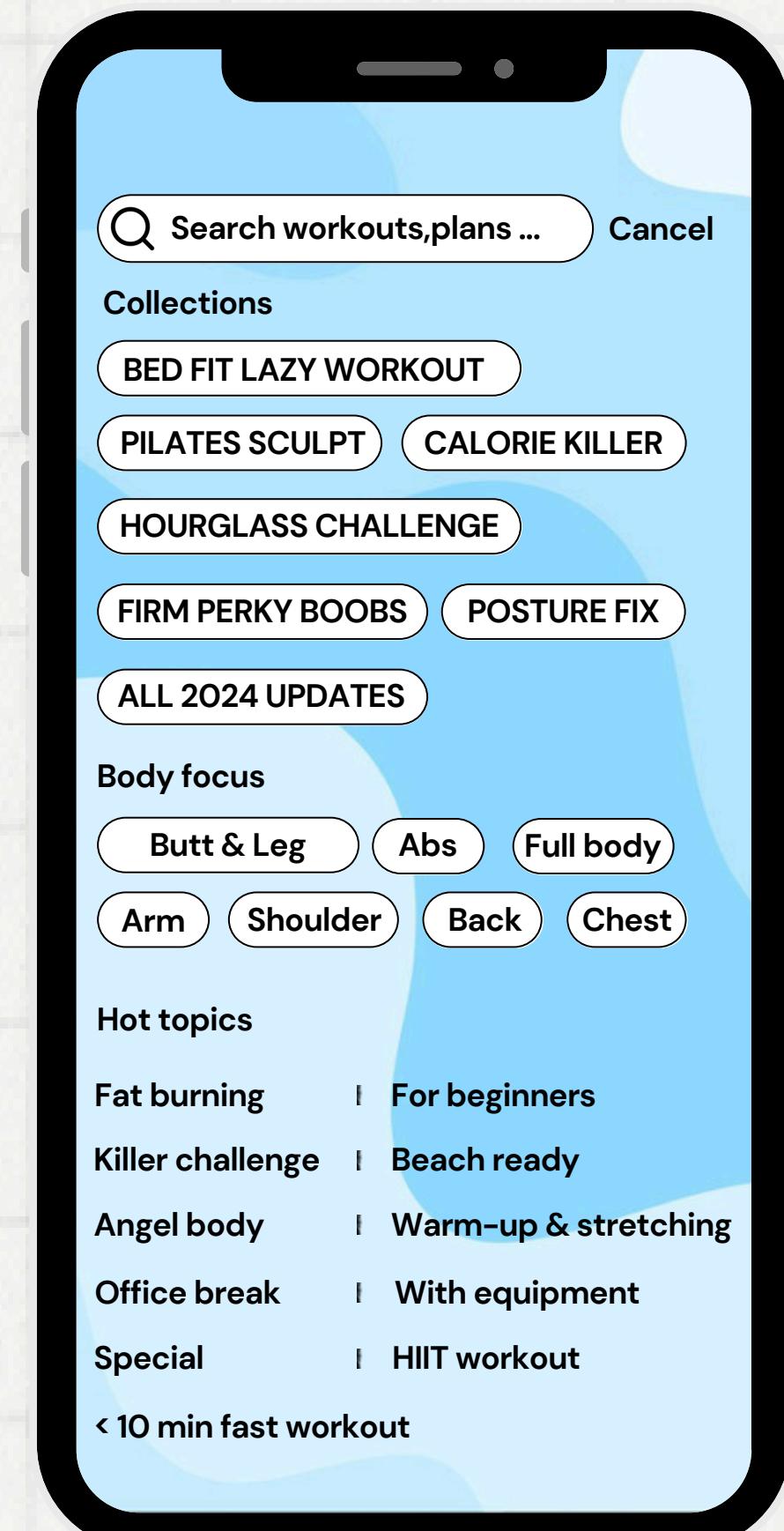
## Health Tracker



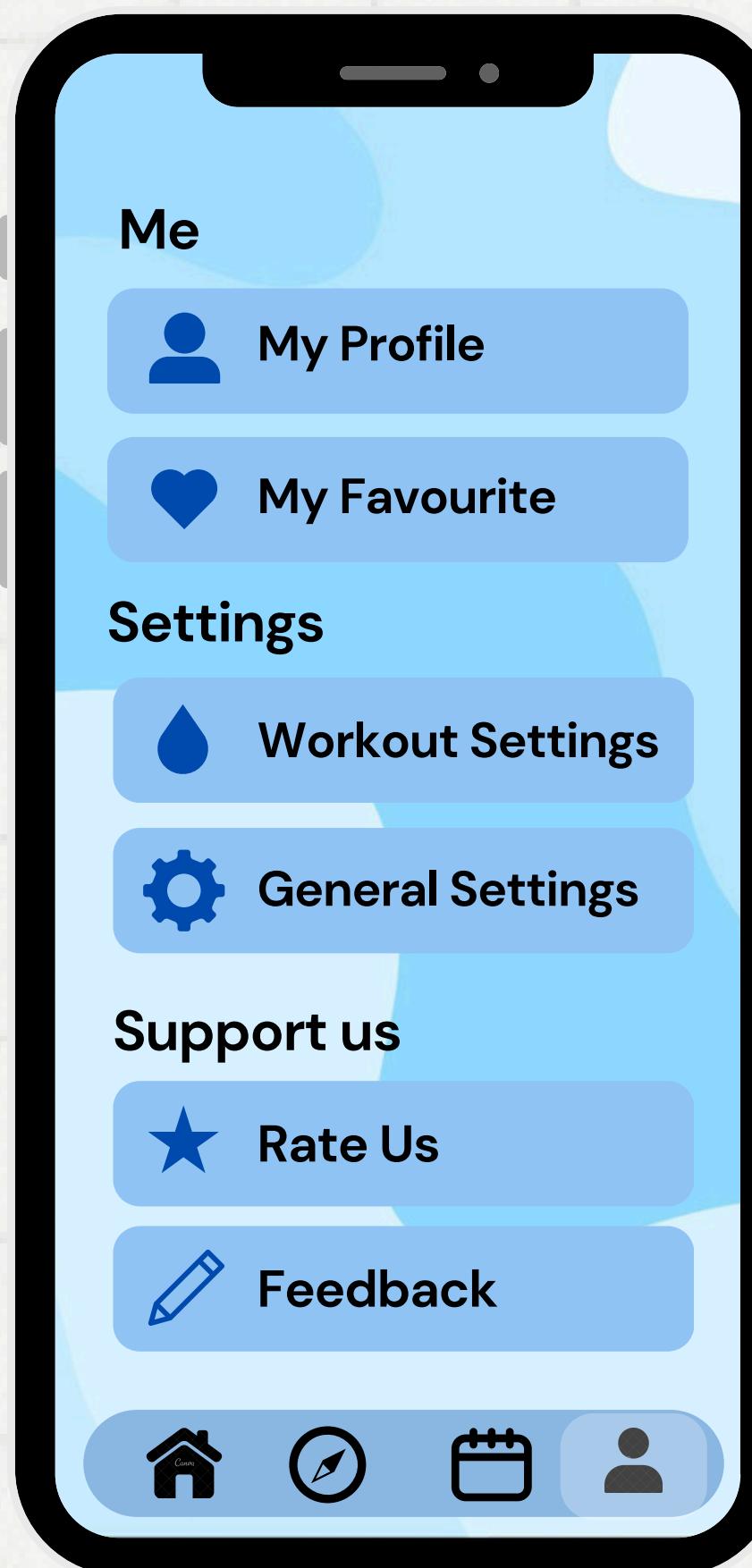
## Discover Page



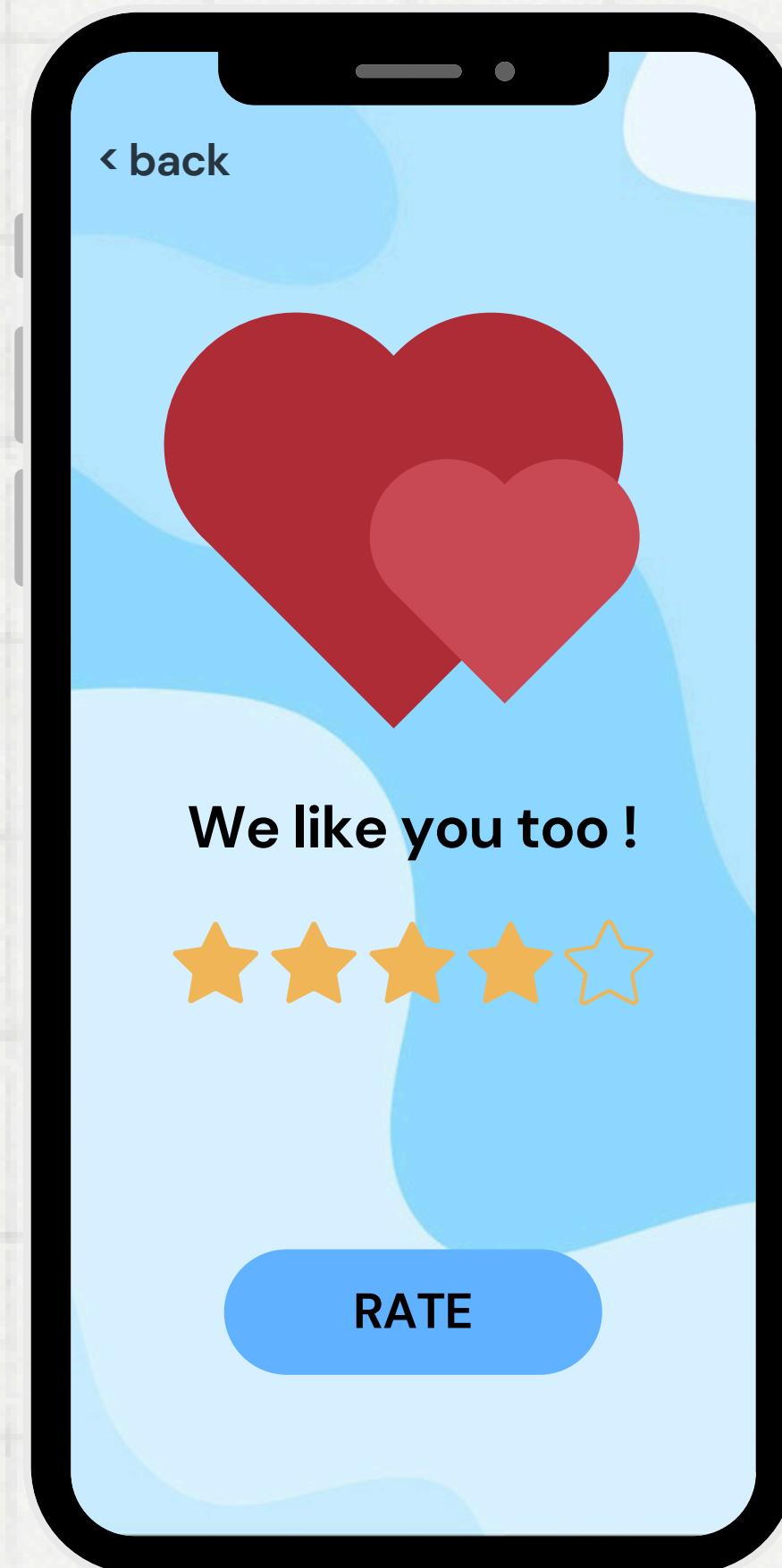
## Search page



## Profile page

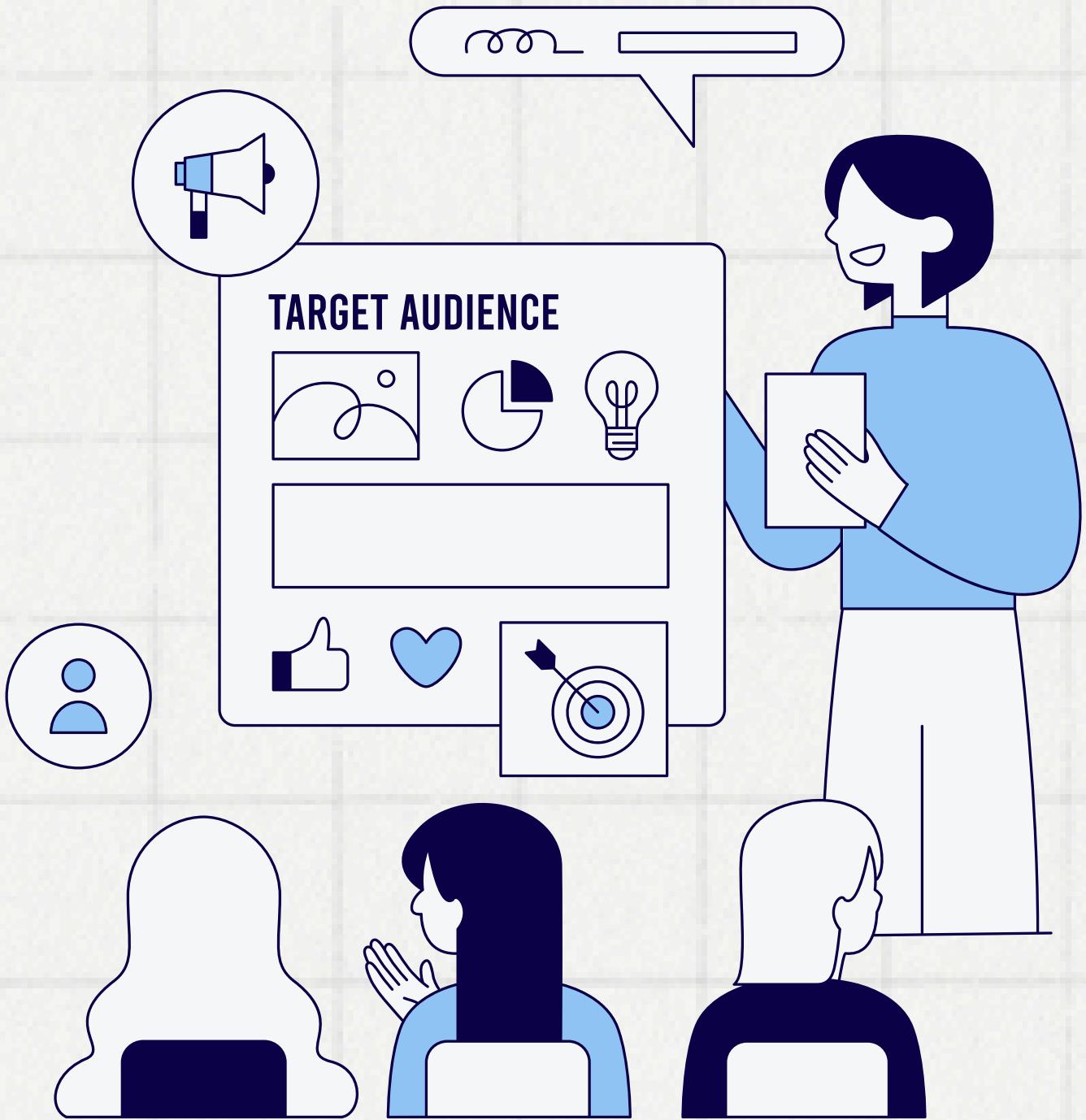


## Rate us



# Target Audience

- People who wanted to lose weight
- People who wanted to gain muscle
- People who wanted to have a healthy lifestyle



# Business Strategy

## Targeting the Audience

- Advertisement
- 

## Monetization

- Premium Subscription
- Influencer marketing
- Investment



**Thank you  
very much!**