

Team Pudding: Market Analysis and Strategy

1. Target Market and Delivery Method

The target market of our fitness app is Canadians aged 40 - 55, especially those part of the workforce and those married with children. People around this age range are concerned with their health but do not have the time to commit to a strict workout schedule or diet due to work or familial obligations and commitments. The market size of our target audience is ~6,000,000. This is quite a substantial group meaning there is potentially a lot of demand for a program like this. The app will be available exclusively on smartphones. We chose this platform as working age people are more likely to already have experience with smartphones from their jobs, contacting their children, and other responsibilities.

2. Solution

Our app includes many features which will make fitness easier and more accessible for those who have trouble making time for it. One key feature will be a step tracker which will convert GPS data to steps taken. This is an obvious, rudimentary function that will help users actually track their progress. The app will also feature a personalized workout schedule creator which will take a user's daily schedule and provide suggestions on how to have a healthier schedule and finds enough opportunities/freetime within their schedule to exercise in order to meet their fitness goals. This will help people who have static or busy schedules find the time for fitness without committing large periods of time to it. Finally, the app will have an advanced nutrition feature that will inform users on better eating habits. A large part of fitness is in fact your eating habits. For people with busy schedules, simply eating better can be a tremendous benefit to their health, without having to commit any extra time in their schedules.

3. SWOT Analysis

- i. Strengths:** Our app has a variety of innovative features that focus on solving problems specific to our target audience by finding and cutting down on the time it takes to exercise. Another strength is that we have a specific yet large market size. Our potential to attract users will be significantly higher than apps with a broader target audience.
- ii. Weaknesses:** Our app is largely based on personalization, ergo the user will need to go through many surveys. We feel that this may put people off from using the app. The proposed features may also be difficult to implement and thus prone to bugs and UX issues.
- iii. Opportunities:** There are not many fitness apps which are designed with a busy schedule specifically in mind. This may make our app stand out to our target audience more. Most fitness apps are also paid or subscription based. We could take advantage of this by making our app free with ads or accepting donations.
- iv. Threats:** There are many fitness apps and therefore a lot of competition. Our app may not stand out amongst the bloat in the industry. Real gyms are becoming more accessible and thus, our app may not be necessary for most people.

4. Competitors and Investors

COMPETITORS

Fitbit: A portable fitness tracker conveniently worn on your wrist. More convenient and accessible than our app however, it is just a tracker and not as personalized

Peloton: A company that makes exercise equipment along with a variety of fitness courses to follow along to. A more fitness focused experience but does not align with our target demographic.

Apple Fitness+: A fitness app by Apple with a variety of workouts that vary in length, activity, and intensity. A broader variety of courses that may align with our audience, has the brand recognition of Apple, and can connect with Apple devices.

INVESTORS

Asics Ventures: Fitness brand looking to finance health startups. May be interested in our innovative ideas/technologies.

Comcast NBC Universal SportsTech: Branch of NBC which aims to scout innovative scout companies. May be interested in reaching out to our target market.

W Health Ventures: Investors who look to grow early age start-up health companies. May be interested in helping to grow our brand new start-up.

5. Accessibility Features

Our app will include accessibility features that will tailor to people in our demographic. For example, we will have adjustable fonts in order to accommodate poor eyesight. Many adults over 40 struggle with bad eyesight so accommodating this will be important. Another feature we will implement is translations to accommodate different languages. Around 12.7% of Canadians primarily speak a non-official language so incorporating a variety of languages is an important accessibility feature.

6. Product Specification Table

| <u>Feature</u> | <u>Function</u> | <u>Impact on User and their Problem</u> |
|---------------------------------------|--|---|
| Step Tracker | Converts GPS data to steps taken | Will help users to actually track their progress |
| Personalized Workout Schedule Creator | Find time within a users schedule and finds opportunities for them to exercise | Helps people who have static or busy schedules find the time for fitness without committing large periods of time to it |
| Nutrition Tips | Give the user a variety of nutrition advice | Helps the user commit to healthy living without committing extra time to it. |
| Adjustable fonts | To give let the user increase the size of the app's font | Will help accommodate poor eyesight |
| Different Languages | Translate the app into a variety of languages | Will accommodate people who do not speak English as a first language |

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