



LIFT GET ACTIVE

Thilini P. Fonseka

222177696



THE VISION

Our vision is to revolutionise the fitness and nutrition industry by creating an intuitive and adaptive workout application that will empower individuals to achieve their health goals, promoting a healthier, happier society.



THE MISSION

Our mission is to provide seamless user experience through an elegant interface, while constantly innovating and tailoring our application to the evolving needs of our users.

TEAM LIFT

Team LIFT's workout application delivers a personalised and immersive fitness experiences, integrating workout plans, and nutrition guidance to empower users through their well-being journey

Thweesha Taneja	-	Chief Executive Officer
Soorya Zuhair	-	Chief Business Officer
Jeremy Tennant	-	Chief Marketing Officer
Minagi Da Silva	-	Chief Technology Officer
Thilini Fonseka	-	Chief Design Officer
Imara Tahang	-	Chief Design Officer

THE PROBLEM



MEET SARAH !



MOTIVATIONAL DESIGN



SECURITY



Cross-Platform Consistency



Complex Navigation

THE SOLUTION



**PERSONALISED
INTERFACE**



GAMIFICATION



**WORKOUT
PROGRAMS**



ACCESSIBILITY

T H E M A R K E T



**ANYONE
WHO
WANTS TO
GET
MOTIVATED
TO GET FIT**

Beginners

Individuals who are new to fitness and need motivation and guidance.

Families

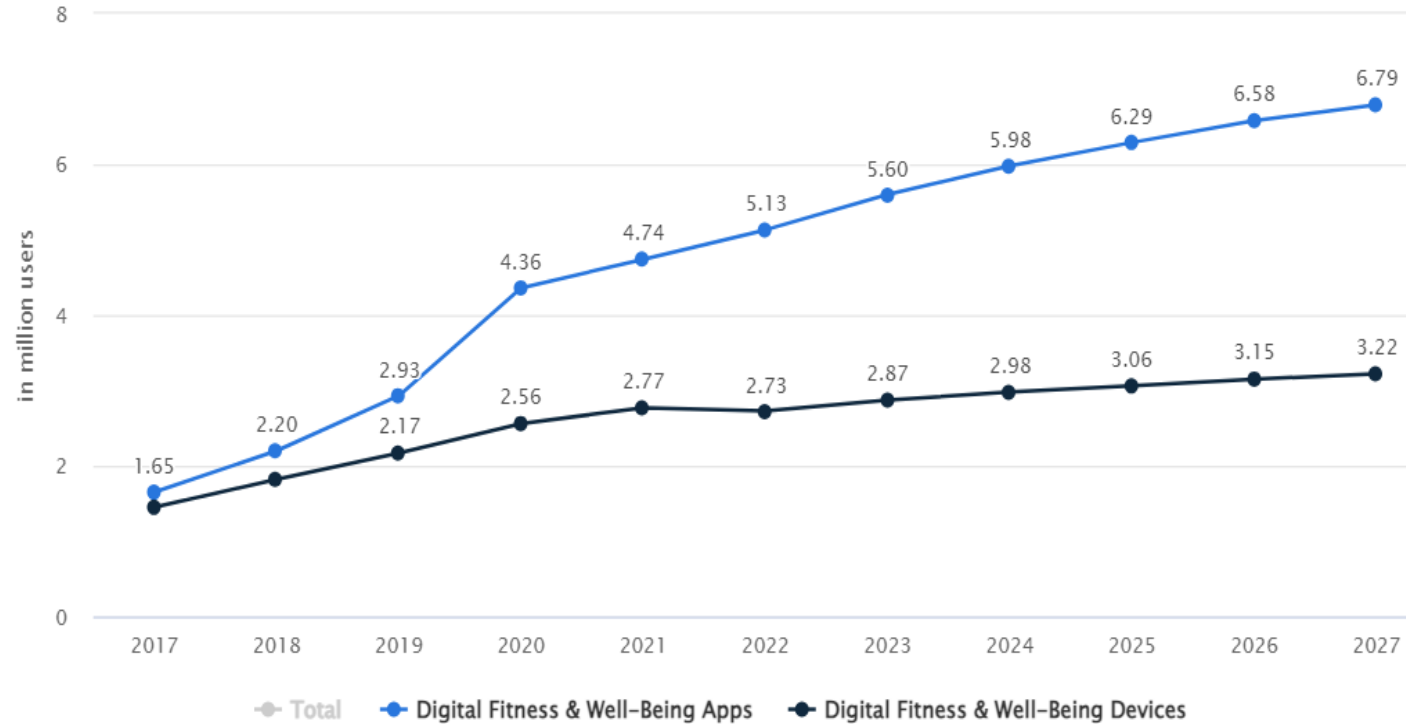
Families seeking motivation and support to encourage physical activity and healthy eating habits for themselves and their children.

Busy Professionals

People who have hectic schedules and require motivation and easily accessible fitness and nutrition plans that can fit into their busy lives.

USERS BY SEGMENT

PENETRATION RATE BY SEGMENT



Most recent update: Apr 2023

Source: Statista Market Insights

Fig 1

Revenue in the market 2023

US\$ 716.60m

Projected market value 2027

US\$ 941.90m



Centr Mobile Application

- More expensive subscription
- Dietary recommendations
- Personalised Workouts

Fitness Pal

- Diet intake tracking

Swortik

- Progress Monitoring
- Providing guides and workout plans



LIFT features

- Nutrition intake tracking and recommendations
- Gamification – using point and ranking system
- Socialising/challenging friends
- Personalised workouts
- Reminders

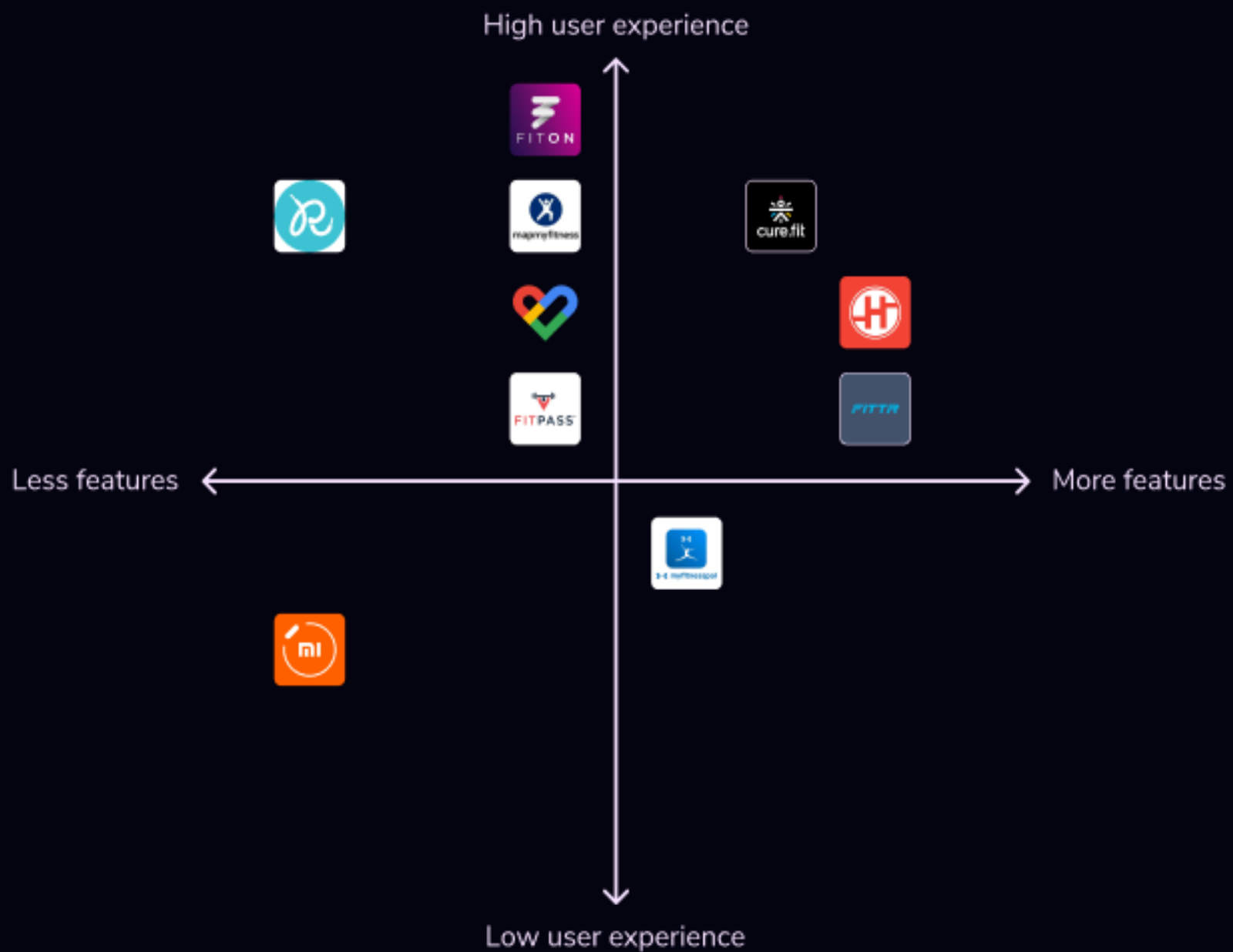


Fig 2

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