



TEAM LIFT – GET ACTIVE!

Thilini P Fonseka

222177696

Team LIFT

- 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

The fitness and nutrition industry has struggled immensely with user-unfriendly navigation, demotivating experiences, privacy concerns, and inconsistent cross-platform functionality. Team LIFT recognises the need for an innovative solution to simplify the well-being journey and offer users the motivation, guidance, and privacy they deserve. According to industry reports, the global fitness app market is expected to reach US\$10.04 billion by 2028 [1] indicating a substantial opportunity for innovation and growth.

Our user research revealed several challenges and flaws in existing well-being apps, including fragmented user experiences, a lack of personalised fitness and nutrition guidance, motivation deficits, and privacy concerns related to data sharing and progress tracking. These insights are taken into account as Team LIFT creates a comprehensive fitness solution.

The Solution

Our solution, LIFT, is designed to address these issues. Team LIFT offers comprehensive fitness routines and diet plans tailored to each user's unique goals and preferences. We incorporate gamification elements to enhance user engagement and motivation, with rewards, ranking, and challenges. Our multi-language support and speech-to-text feature caters to a global user base, ensuring inclusivity. Moreover, privacy and data security are paramount, and we use robust encryption and data protection measures.

The Market

To validate the market potential, our team conducted extensive research. Our findings confirmed the demand for a comprehensive fitness platform addressing the identified user-centred issues.

User Personas

User 1: Sarah, a working mother in her 30s.

Goal: To maintain a healthy lifestyle while managing a busy schedule.

Sarah logs into the Team LIFT app. She wants to set up a personalized fitness routine that accommodates her work and family commitments. She starts by inputting her schedule, indicating her available time slots for workouts. The app suggests workout routines that fit her time constraints and align with her fitness goals.

Sarah selects a workout plan that includes home workouts with minimal equipment, ideal for her limited free time. She also opts for a meal plan that suggests quick and healthy family-friendly recipes. She can easily access speech-to-text features for hands-free input.

As she begins her workout, the app provides real-time guidance and counts her reps. She earns virtual rewards for completing her exercises, which keeps her motivated. The app also reminds her to stay hydrated and tracks her progress over time, offering insights into her fitness journey.

Additionally, Sarah can connect with other moms in the Team LIFT community, sharing her experiences and seeking support. She sets personal goals, like losing a few pounds or improving her stamina, and the app provides guidance and tracking tools to help her achieve them.

User 2: Mike, a fitness enthusiast in his 20s.

Goal: To gain muscle and improve overall fitness.

Mike opens the Team LIFT app, excited to kickstart his fitness routine. He enters his specific fitness goals, including muscle gain and endurance improvement. The app asks about his preferred workout types and the frequency of his workouts. Mike selects a high-intensity, gym-based workout plan that includes weightlifting and cardio sessions.

He uses the app's speech-to-text feature to log his daily nutrition intake. Mike's diet plan focuses on protein-rich meals to support his muscle-building goals. The app suggests nutritional supplements and meal timing based on his workouts.

Team LIFT also keeps Mike motivated through gamification. He can challenge friends to fitness competitions and win virtual points for achieving milestones. The app's social feed lets him share his achievements and seek advice from his fitness buddies.

Mike is impressed by the app's data analytics, which track his progress over time. He can see improvements in strength and endurance and adjust his routine accordingly. As he continues his journey, he sets new goals and uses the app to monitor his success.

User 3: Laura, a professional in her 40s.

Goal: To maintain a healthy lifestyle while balancing work and personal commitments.

Laura opens the Team LIFT app as she starts her day. She's a working professional with a dynamic schedule, so she needs a flexible fitness and nutrition plan. The app asks her about her daily schedule and goals. Laura chooses a well-rounded, flexible fitness plan that allows her to squeeze in workouts during her busy workdays.

She prefers diverse and easy-to-prepare meals, and the app suggests a variety of recipes that match her preferences. Laura sets reminders for meal prepping to ensure she stays on track with her nutrition.

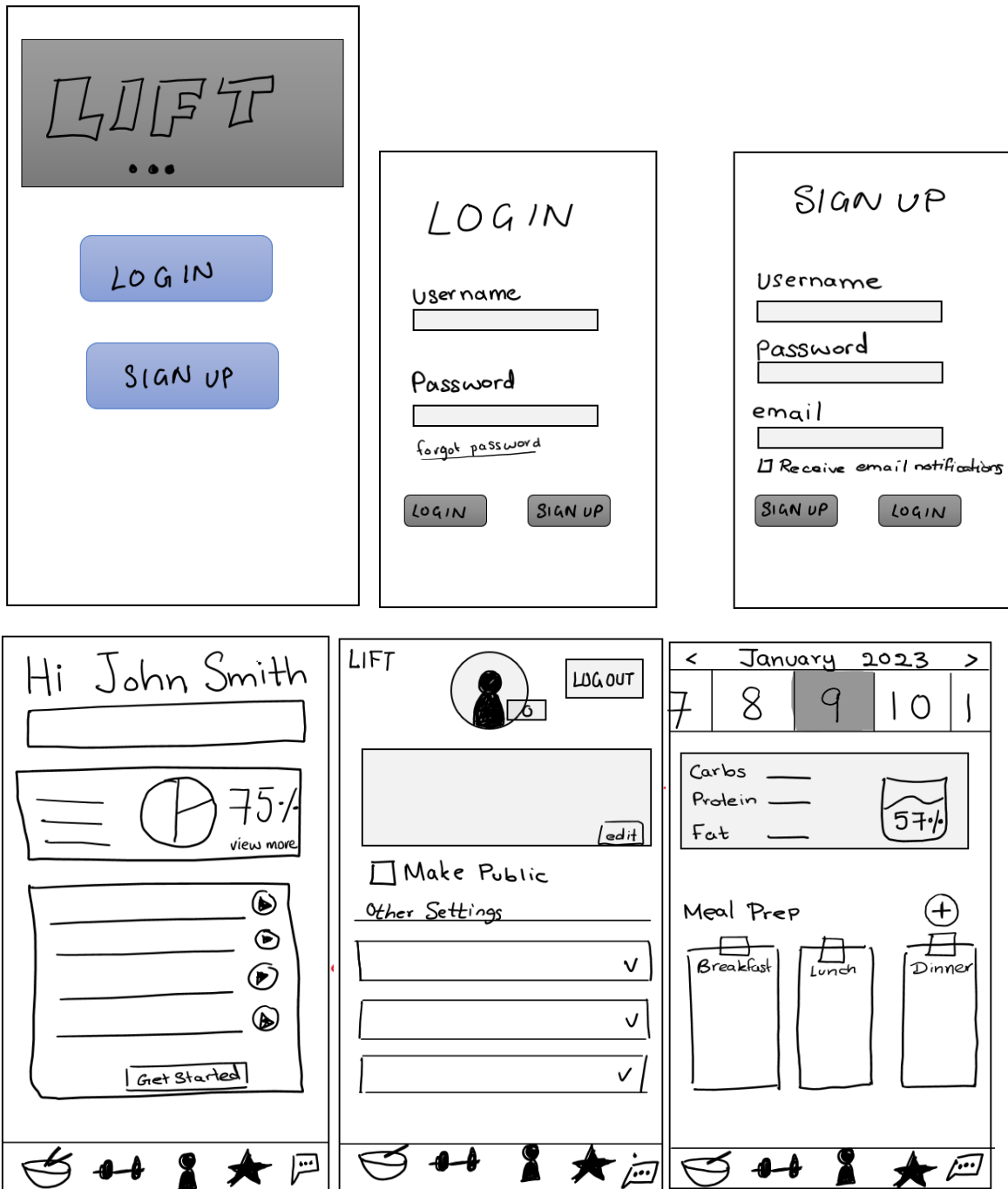
Laura finds the progress tracking feature useful. She can visualize her improvements over time, from increased energy levels to better sleep quality. As her work schedule evolves, Laura adapts her fitness and meal plans through the app to accommodate her changing lifestyle.

The Competition

Our primary competitors include Centr, Myfitnesspal, and Sworkit. While they offer niche solutions, Team LIFT distinguishes itself through key differentiators. Unlike competitors, we place a strong emphasis on gamification to keep users engaged and motivated. Our application provides a comprehensive solution that integrates fitness and nutrition for a more well-rounded well-being experience. We prioritize user data protection, giving users peace of mind regarding their personal information.

The Solution Design

Low Fidelity



< January 2023 >					
7	8	9	10	11	12

UP NEXT

Points 90

A hand-drawn sketch of a form. At the top left is the word "Areas". To its right is a rectangular button labeled "SEARCH". Further right is a magnifying glass icon. Below these are three horizontal rectangular input fields, each with a small vertical line on its left side, suggesting a list or table structure.




LIFT
71 Points

30 Day Gym membership

50 points

MY FRIEND (+)

SEARCH


FRANK  ≡

SUSAN 

HASINI  

NAV BAR

My FRIENDS

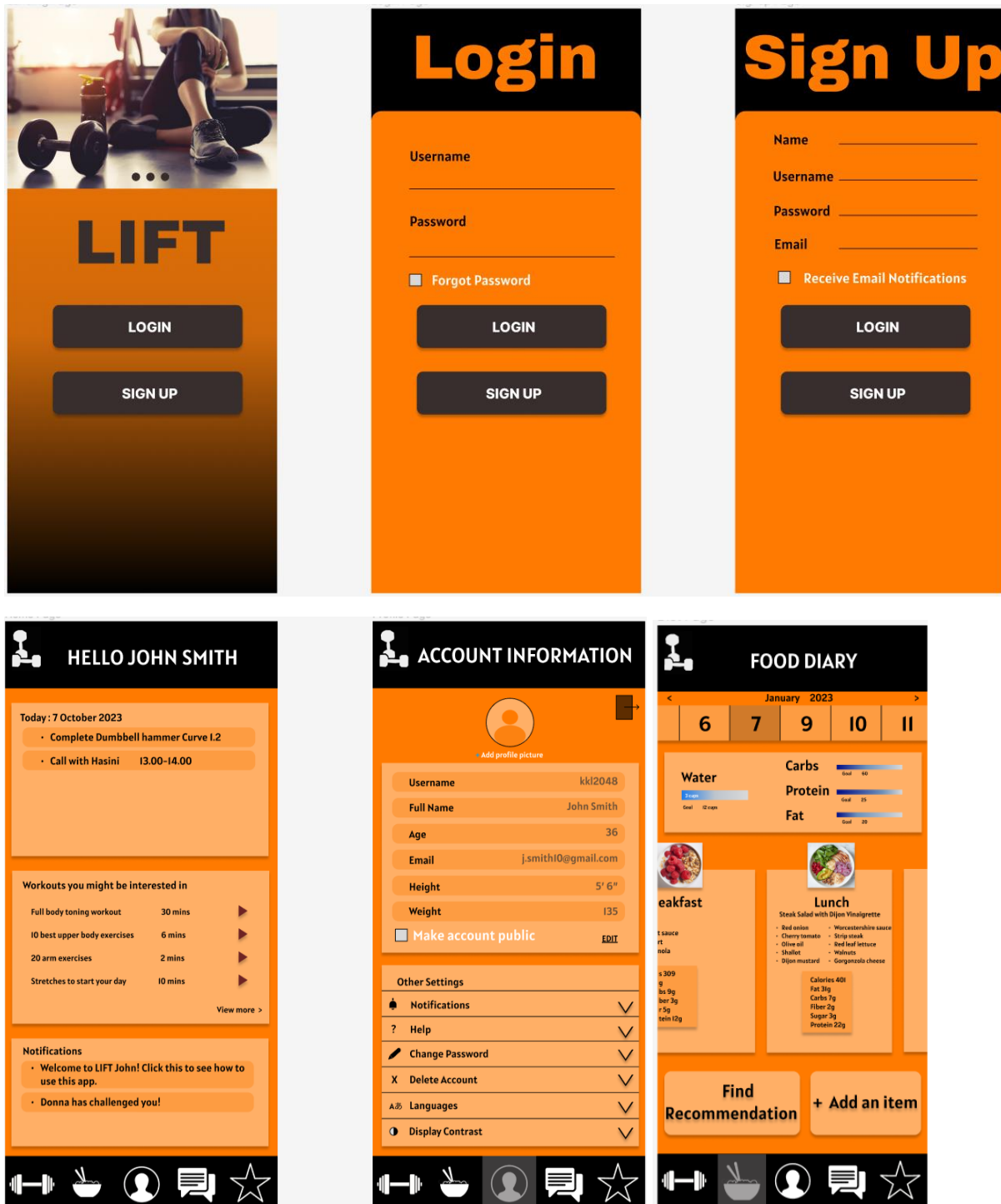
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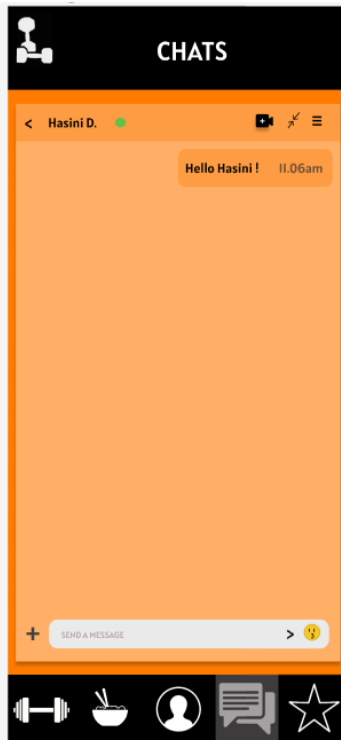
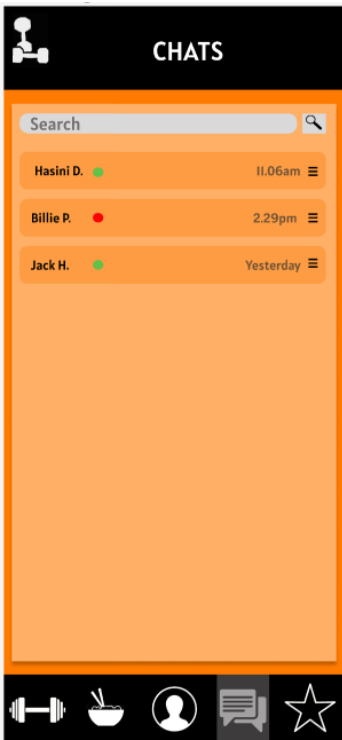
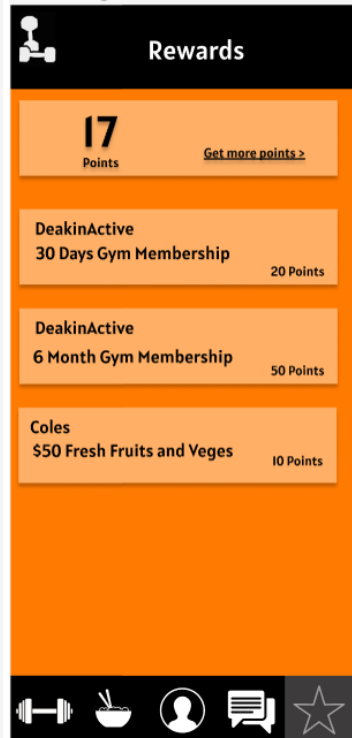
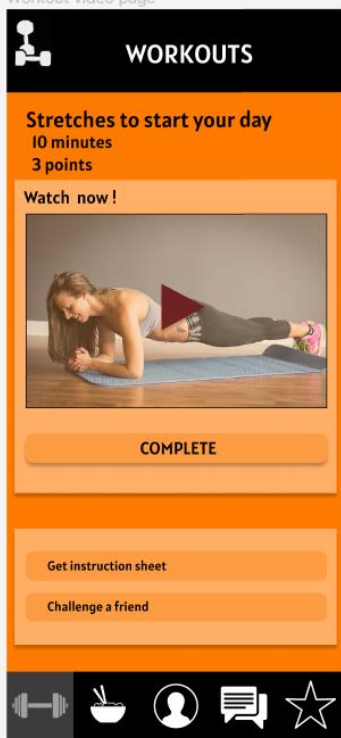
Hello!

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NAV BAR

High Fidelity





Testing Plan

1. Observation - we could ask people to volunteer for an observation testing based on the following criteria: 1. How easy it is for them to navigate through the app. 2. Use of understanding GUI components. 3. How easy it is for users to understand what is displayed in the app.
2. Survey - Conduct a survey on the user experience of the volunteers. This survey can be either online through the application or by distributing paper forms at the end of an observation. Surveys can be open ended or close ended.
3. A/B testing - we could create different interface designs based on the surveys and click tracking data gained from the volunteers to increase efficiency by minimalizing the number of clicks it takes to complete a task. Then asking the two groups to give feedback on the different interface designs for each page. By doing this we would be able to identify how to improve the usability of the application to improve organising the study schedules involved in the user's life.

Go-to-Market Plan

Our go-to-market strategy is based on a mix of digital marketing, influencer partnerships, and community engagement to build awareness. We'll invest in various marketing channels, including social media, content marketing, email marketing, and influencer collaborations to reach our target audience.

To fund the project, we will pursue a combination of angel investors and venture capital. A detailed financial plan and pitch deck have been prepared to attract potential investors. We anticipate a steady growth in user acquisition, aiming to reach 100,000 active users within the first year and expand to 1 million users within the next three years.

Growth Opportunities

In the future, we plan to expand into AI-driven personalisation, promote social challenges and create partnerships with wellness experts and gyms.

Additionally, we intend to introduce a community platform to foster user engagement, support, and a sense of community.

Once we establish a strong presence in the domestic market, we aim to explore international markets, initially focusing on English-speaking countries and gradually expanding into non-English speaking markets.

Concluding Remarks

Team LIFT is more than just an application; it's a movement toward a healthier, happier society. Our project addresses real-world problems, taps into a thriving market, and positions itself as a leader in the well-being industry. The need for Team LIFT is undeniable, and we're excited to bring it to the world and make a positive impact on the well-being of individuals globally.

References

[1] Statista. Retrieved from: <https://www.statista.com/outlook/hmo/digital-health/digital-fitness-well-being/health-wellness-coaching/fitness-apps/worldwide#:~:text=Revenue%20in%20the%20Fitness%20Apps,to%20hit%2013%2C080%2C603.45%25%20by%202028.>