

Website Concept: "BetterYou" - A dedicated online platform to showcase and promote self discipline, patience, and consistency. Allowing users to become better with accomplishing life goals.

Purpose: To serve as a centralized hub for supporting anyone who simply isn't confident with themselves. BetterYou will allow users to reach their peak strengths they never knew they had. Either physically or mentally.

Goals:

- Increase awareness: BetterYou will be advertised all across social platforms to gain the acknowledgement needed to thrive.
- Drive customer satisfaction: I will keep customers updated on reviews and results from different customers so that people can visibly see the effect BetterYou has on one's life.
- Foster community connection: I wanted my app to request guys and ladies to the best gyms around and the best places to eat from. Also my app will guide obese people to become fit.

Target Audience: Anyone all over the world seeking better living. I hope that most obese people take advantage of this app the most though. Once I get the first couple of dedicated users I will then ask for results and upload their journey to show others it's capable.

"Caliber":

A user-driven platform for teaching users how to burn unneeded fat.

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