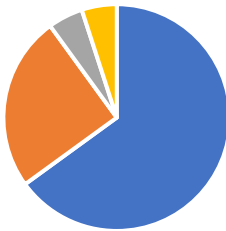


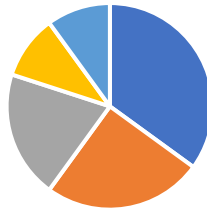
"COMPREHENSIVE INSIGHTS FROM USER INTERVIEWS: A VISUAL OVERVIEW"

Consistency of workout



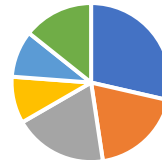
- 4-5 times a week
- 3-4 times a week
- 30-45 mins
- NIL

Current workout habits



- Weight lifting
- Gym
- Yoga
- Walking and running
- NIL

Preferred workout types



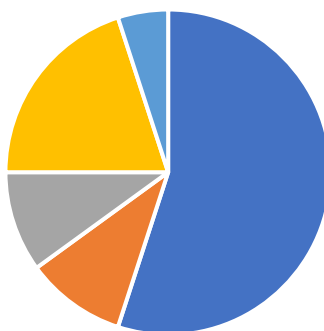
- Weight lifting
- Gym
- Yoga
- HIIT workouts
- Walking and running
- NIL

Fitness goals



- Staying fit and healthy
- Reducing weight
- Structuring muscles
- Increasing stamina
- NIL

Barriers to past workouts



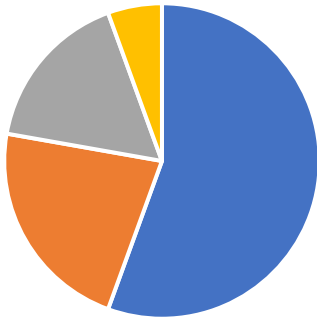
- Lack of time
- Injuries
- Lack of motivation
- Laziness
- NIL

Appreciated features of the application



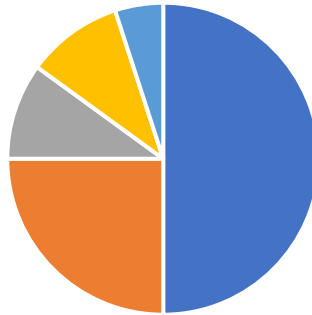
- Guided workouts
- Convenience
- NIL

Achievement expectations



- Staying healthy and fit
- Losing weight
- Boosting energy
- NIL

Workout motivations



- Personalized workouts
- Clearer goals
- End results
- Friends
- NIL

User System Preferences



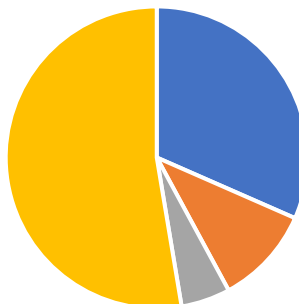
- Mobile
- Website
- Both

Disliked app features



- Lack of flexibility
- Inconsistency
- Lack of social aspect
- NIL

Paid trainer experiences



- Expensive
- Structured plan
- Motivation
- Not paid

Workout choices



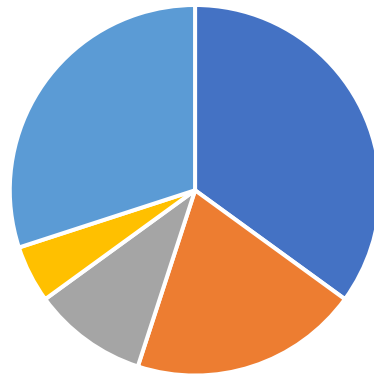
- Alone
- Friends
- Both

Expected features



- Goal tracker and planner
- Real time feedback
- Effective workout plans
- Social interaction
- Personalized healthy recipes
- Personalized scheduled workouts

Factors leading to app disengagement



- Lack of customized plans
- Lack of considerable schedule
- Lack of social aspect
- Paid application
- Not used

"Essential App Features: A Foundation for User-Centric Development"



User Evaluation for CampusFit

Based on comprehensive user interviews, CampusFit is envisioned as the ideal fitness app for university students, aligning seamlessly with their preferences and lifestyle. Users expressed a strong commitment to maintaining a consistent workout routine of 3-4 times a week, with a predominant focus on weightlifting. Recognizing that time limitations often posed barriers to past workout attempts, CampusFit aims to address this challenge by offering flexible and customized plans.

The user feedback highlighted that past app disengagement was largely attributed to a lack of flexibility and personalized plans. In response, CampusFit prioritizes these aspects, ensuring users have the flexibility they need while providing tailored workout plans. The most anticipated features include a guided workout module and a comprehensive goal tracker and planner. Users expressed a desire for a personalized workout experience, which serves as a significant motivator for sustained engagement.

Furthermore, the consensus on paid trainer experiences emphasized the need for more affordable options, as the perceived expense was a deterrent. CampusFit acknowledges this concern and aims to provide value-driven alternatives for users seeking professional guidance.

Understanding the omnipresence of mobile devices in the lives of university students, the preference for a mobile application is clear. CampusFit aims to capitalize on this by offering a user-friendly and intuitive mobile interface for seamless fitness management.

In terms of workout preferences, a notable majority indicated a preference for solo workouts. CampusFit acknowledges and respects individual workout choices, ensuring that the app accommodates users who prefer exercising alone.

The overarching expectation and goal for CampusFit users revolve around achieving and maintaining overall health and fitness. The app, with its emphasis on flexibility, customization, and personalized motivation, aspires to become an indispensable companion on each user's fitness journey at the university.