

FITQUEST Market Analysis and Strategy

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Target and Delivery

Those who seek to start living healthier lives have trouble being consistent. Being consistent is required to reap the benefits of regular exercise. According to Florian Wüest from LifeHack.org, 90% of new gym-goers quit after three months. Infamously, the “New Year, New Me!” trend, spikes membership count for gyms. In Canada, according to Statistics Canada there are 9400 physical training centers, indicating that a large chunk of the population exercises at least on an occasional basis. This means that there is a large group of people that we can target in the application. Our delivery method is a mobile phone application which can be integrated with smartwatches. We decided upon this delivery method because many people have a cell phone which they carry around. People do not take their computer or laptops with them on their daily routine. We want our application to be easily accessible whenever in order to motivate retention. Phones are really accessible to most people, especially those in the gym. According to Statistics Canada, over 96% of individuals aged 15 to 44 owned a smartphone. This age group is also a large component of our audience, because people who want to make a difference by exercising typically are teenagers and young adults.

Solutions

Our application seeks to reward individuals for being committed towards their training goals. To achieve this objective, we intend to create a streak mechanism and gamify exercise. Games have addictive features which motivate people to come back and play on a frequent basis. By making exercise like a game, people will be addicted to exercise, which will increase the likelihood they work out. To create this streak, we plan to create a system which updates on a daily basis. Upon completing a certain amount of exercise based on a user's daily goal, they would have earned that day as a streak. As part of the streak, the user would receive motivation that encourages them to keep going. This can be in terms of progress, like “You are halfway towards your goal, keep it up!”. Indicating progress can better represent the work that the person puts in towards themselves. To improve the visual components, we can incorporate emojis and digital certificates that show progress. These can be like badges that a person can place on their profile, which they can use to monitor their own progress. To further show long term progress, the progress can be indicated through a time duration bar. This bar keeps getting longer as the person uses the application for a longer period of time, for example some extra length for each extra day worked on. Watching the bar grow and grow will motivate people to keep using the app. The daily streak can also be indicated in an interactive method. According to Professor Amar Cheema at the University of Virginia, showing goal progression in a visual medium serves as a greater motivation to achieve the task itself. Seeing a progress bar fill up with a streak can motivate people working out to continue their streak.

In coordination with streak, there needs to be a game for a streak to exist. There exists an XP system to monitor a user's progress. As a user burns 1 calorie, they earn 1 XP. In addition, meeting the specified streak requirements can additionally boost the XP by giving a daily boost. To meet these requirements, there are daily quests for a person to work on. These are time based objectives to burn a specified number of calories, based on the user's set information. These calories appear suddenly and must be specified within a certain number of hours. For example, it can be “Burn a certain number of calories by noon.” Achieving these quests can provide additional XP. Any system that provides a currency for an activity needs to give value for the XP. The certificates and badges described in feature 1 can be

unlocked by meeting XP and quest requirements. These XPs are also connected to a leaderboard system, which enables a competitive feel among users. Competition is a good motivation to achieve an objective. These leaderboards have various time intervals, such as daily, weekly, monthly and all time. This allows anyone to try and put effort into achieving their objectives, because solely having an all time leaderboard will give initial users a greater advantage. To further encourage local competition, people can have these leaderboards among their own friend groups. They can create friend groups among their friends and compete among themselves. This also creates friends to rival with each other, which would motivate people to keep on trying. People can also look at each other's profiles through a lookup feature. Another feature that can be added as part of gamification is sound effects. Sounds can be used to give emotion and enthusiasm to the user. In a gym, a gym coach pushing someone verbally often pushes individuals to try harder. Similarly, sounds can be used to clarify a message. For example, if a person is making good progress, motivating sounds such as applause can be played. In contrast, when a user needs work using more negative sound effects can be used to make a user feel that they must improve.

To further motivate people to be consistent, we can make quantitative data into an image. We plan to convert the last seven days of progress into a visual medium, like a line graph. The x-axis of the graph is the time elapsed and the y-axis of the graph represents the calories burned. This trend data is more effective to convince a person. For example, suppose the person has been exercising less over the last 3 days compared to their general performance. The graph would show this data. When the mathematical calculations indicate that the trend is dropping, it would notify the user and encourage them to get it up. In addition, the quests are tailored to the average performance based on the graph. For example, suppose a person burns a very small amount of calories. If the goal is to burn a lot, the goal seems insurmountable and difficult to achieve. The application wants to hold a user accountable, so it would make reasonable and fair objectives. Rather, the graph would provide some recent data to the quest program, which would gradually raise goals.

SWOT Analysis

A core strength of our application is how the idea of exercise is presented to the user. Other calorie burnt trackers do not encourage users to burn. Rather, it serves as a tracker and goals can be set on that application. This is a critical reason behind the failure of numerous other applications, because people are not motivated to use that app to maintain their progress. In contrast, our app makes it an engaging and personal challenge to use the app and work towards individual goals. Further adding features such as sound effects and visual effects further contribute towards this experience. This makes our application more addictive, drawing additional users in,

A weakness of our application is the initial momentum that is provided to the user. When a person has just established a goal, there is not too much initial motivation to encourage them to work hard. Streaks are only more effective when the streaks are long, because it makes the streak more hard earned. Our application needs more ways to push people to start developing their streak. In addition, when a streak is lost it is a significant demotivation. It makes all the effort put in seem meaningless, which can push one to stop exercising. The app needs to find better ways to encourage people to get their streaks back even if it is lost.

Opportunities that can be leveraged is a lack of apps that actually motivate people to work out. When we have a product which serves as motivation, it serves as a magnet for the client base. Also, worldwide the younger population is growing. Rates of diseases such as obesity are increasing worldwide,

so people are going to turn to tools like exercise to resolve these issues. This gives our app greater potential.

An external factor which can impact our app is the growing number of fitness startups. There are so many applications on the market, so it can be difficult to advertise our product. This prevents our product from rising, because additional visibility is needed to become more profitable. In addition, other applications which have similar themes can reduce the market share of our product.

Competitors and Investors

Three possible competitors are Cronometer, MyFitnessPal, and Peloton. Cronometer is an application which monitors calorie intake through nutrition. Our application heavily relies on input from calorie numbers, so another program which runs on these values for tracking purposes would be competition for our application. MyFitnessPal also tracks calories and allows people to set goals to manage their use. This would compete with our application since our goal is also to motivate users to set targets for exercise and work towards that. Finally, Peloton provides exercise equipment and built-in tracking to monitor progress and perform workouts. The additional incorporation of workouts and exercise equipment make it a rival to our product.

Three possible investors into our product are Y Combinator, Sequoia Capital, and SoftBank Vision Fund. These are venture capitalists which invest in startups. They have a pretty solid record of investing in fitness startups, which our application would classify under. Our product appeals to investors because of how it converts the idea of exercise into one of gaming. This will draw a greater number of people. Our application will also be profitable because advertisements can be incorporated throughout the app. In addition, certain additional features and customizations can be restricted to a membership. This includes a chatbot with an AI assistant that helps set goals. This membership where people pay a set amount monthly will draw in revenue and drive member retention over a longer period of time.

Accessibility Features

Our first accessibility feature would be incorporating text-to-speech to respond to the needs of visually impaired features. Using a mobile application requires good vision, which is not all of our target audience. Having a built-in feature to convert text to speech would allow these people to fully benefit from our application. According to the CNIB, over 1.5 million Canadians reported that they had some form of vision loss. Out of an approximate population of 40%, this means that around 4% of Canadians have some sort of vision impairment. By triggering a setting, the application would convert the text on the screen into a brief and loud audio message. For example, when a user checks their streak it would state the duration of the streak. In addition to people with visual impairments, it also makes the app usable in a greater number of settings. On a bright day outside, it can be difficult to see the screen of the mobile device. On other occasions, there can be damage to the display which makes text harder to read. On these occasions, ordinary people would benefit from this accessibility feature. Listening to their data serves just as much purpose as visually seeing it.

Our second accessibility feature is using colour and contrast. When large numbers of people have vision issues, it is imperative that we make the website easier to read and use. A good method to do this is enhancing contrast. Contrast creates better separation between various visual elements, ranging from the text to the background. When a user feels that is necessary, they can easily trigger this mode using a switch in the settings page. For a person who wants to monitor their exercise, they need to be able to use

the app with ease. This includes the visual elements of the application, because if they struggle to read what is on the screen the chance that they keep the app is low.

Product Specification

<u>Feature</u>	<u>Function</u>	<u>Impact on User and their Problem</u>
MATLAB Feature	Graphing number of calories burned per week	Users are able to see the amount of calories that they have burned throughout the week. This helps the user see their consistency, and remind them to get their daily exercise when they have not been meeting their weekly averages.
Feature 1	Daily streaks to increase user retention	Our main focus for our project is solving the issue of the commitment to exercise. By maintaining daily streaks, users make exercise a regular habit.
Feature 2	Gamification to drive user engagement	Exercise can seem boring and repetitive at times. To rectify this, users can play short games after getting exercise, or in between rest breaks. This helps the user become engaged, and becomes a reward for users.
Accessibility Feature 1	Text to speech for communicating with user	Auditory aids help users navigate around the app,
Accessibility Feature 2	Color and contrast adjustment for changing appearance	

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Citations

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