X3 Momentum Pro - Product Requirements Document v2.0

Version: 2.0

Date: July 3, 2025

Status: In Development (Cursor Implementation Phase)

Executive Summary

X3 Momentum Pro is an AI-powered resistance band workout tracker specifically designed for X3 Bar users. Market research has validated a significant gap: 85% of X3 users experience motivation drop-off, and no X3-specific tracking solutions exist. This represents a clear first-mover opportunity in a premium market segment.

Key Changes from v1.0:

- ✅ **Branding Updated**: "X3 Momentum Pro" (from generic X3 Tracker)
- ✅ **No Forever Free Tier**: Free trial → paid subscription model for user commitment
- ✅ **Fire Theme Adopted**: Orange/red/yellow color scheme for energy and motivation
- ✅ **Technical Foundation**: Supabase + Stripe integration completed
- ✅ **Market Validation**: Comprehensive competitive research completed - no direct competitors found

Product Vision

Mission: Eliminate the 85% motivation drop-off rate among X3 users through AI-powered coaching, structured tracking, and X3-specific optimization.

Vision: Become the essential companion app that transforms X3 from a challenging solo workout into an engaging, progressive fitness journey.

Target Market & User Personas

Primary Market: X3 Bar Owners

- **Market Size**: Growing niche of resistance training enthusiasts
- **Investment Level**: Already committed $500+ to X3 equipment
- **Pain Points**: Motivation drop-off (85%), progression tracking difficulties, lack of accountability
- **Willingness to Pay**: Validated $5-25/month for solutions addressing core challenges

User Segments:

1. **Struggling Users** (35% of market, 95% conversion probability)
   - Currently inconsistent with workouts
   - Primary need: Motivation and accountability systems

2. **New X3 Users** (25% of market, 65% conversion probability)
   - Prevention-focused approach
   - Need: Proper habit formation and guidance

3. **Consistent Users** (30% of market, 80% conversion probability)
   - Seeking optimization and advanced features
   - Need: Performance analytics and progression intelligence

Core Product Features

Foundation Tier ($5/month, $50/year)

Target: Basic tracking with user commitment

- Workout logging (exercise, band, reps, notes)
- Today's workout view and last workout reference
- Basic profile management
- Subscription management via Stripe
- 14-day free trial (no forever free tier)

Momentum Tier ($15/month, $150/year)

Target: Complete X3 experience with progress intelligence

- All Foundation features
- Full workout history with analytics
- 12-week X3 program guidance with dynamic scheduling
- Streak tracking and motivational reminders
- Progress visualization and milestone badges
- Data export (CSV/PDF)
- Email/SMS communication preferences

Mastery Tier ($25/month, $250/year)

Target: AI-powered optimization and community

- All Momentum features

- AI coaching with personalized feedback

- Adaptive program recommendations

- Real-time form correction suggestions

- Community features and leaderboards

- Health app sync (Apple Health/Google Fit)

- Priority support

- Advanced settings and customization

Technical Architecture

Frontend Stack:

- **Framework**: React 18 with TypeScript

- **Styling**: Tailwind CSS with fire theme variables

- **Build Tool**: Cursor IDE for development

- **Deployment**: Vercel (PWA-ready)

Backend Stack:

- **Database**: Supabase (PostgreSQL with real-time subscriptions)

- **Authentication**: Supabase Auth with Google OAuth

- **Payments**: Stripe with webhook integration

- **Email**: Resend for transactional and marketing emails

- **AI Integration**: OpenAI/Claude APIs (planned for Mastery tier)

Database Schema:

```sql
-- Core profiles table with subscription management
profiles (
  id uuid PRIMARY KEY,
  first_name text,
  last_name text,
  x3_start_date date,
  subscription_tier text,
  stripe_customer_id text,
  subscription_status text,
  trial_end_date date,
  wants_email boolean DEFAULT true,
  wants_sms boolean DEFAULT false,
  high_contrast_mode boolean DEFAULT false,
  timezone text,
  created_at timestamptz,
  updated_at timestamptz
)

-- Workout tracking
workout_exercises (
  id bigint PRIMARY KEY,
  user_id uuid REFERENCES profiles(id),
  workout_date date,
  workout_type text CHECK (workout_type IN ('Push', 'Pull')),
  week_number integer,
  exercise_name text,
  band_color text,
  full_reps integer,
  partial_reps integer,
  notes text,
  created_at timestamptz
)
```

Fire Theme Design System

Color Palette:

- **Primary Fire Orange**: 🟠 #FF6B35 (CTAs, progress indicators)

- **Ember Red**: 🔴 #D32F2F (urgent actions, "train to failure" elements)

- **Golden Yellow**: 🟡 #FFC107 (achievements, streaks, celebrations)

- **Charcoal**: `⬤ #212121` (primary background)
- **Dark Gray**: `⬤ #303030` (card surfaces)
- **Pure White**: `◯ #FFFFFF` (text, contrast elements)

Design Principles:

1. **Dark Mode First**: Fire theme optimized for dark backgrounds
2. **Card-Based Layouts**: Metro-style tiles with fire accent borders
3. **Mobile-First**: Bottom navigation, thumb-zone interactions
4. **Accessibility Priority**: High contrast mode, screen reader support
5. **Energy-Focused**: Gradients and animations to combat "grind" factor

User Experience Flow

Onboarding (New Users):

1. **Splash Page**: Fire gradient hero with value proposition
2. **Account Creation**: Email/Google OAuth signup
3. **Demographics**: Age, fitness level, X3 start date, goals
4. **Communication Preferences**: Email/SMS opt-ins
5. **Accessibility**: High contrast mode option
6. **Free Trial Start**: 14-day Momentum tier access
7. **First Workout**: Guided tour of tracking interface

Daily Workflow:

1. **Dashboard**: Today's workout type, streak counter, quick stats
2. **Workout Logging**: 4-card layout for exercises (Push/Pull)
3. **Progress Review**: Charts, trends, achievements
4. **AI Coaching**: Tier-appropriate feedback and suggestions

Settings Structure:

- **Tab 1 - Demographics**: Profile info, goals, X3 start date
- **Tab 2 - Exercise**: Workout preferences, program customization
- **Tab 3 - Advanced** (Mastery only): AI coaching settings, community features

X3-Specific Features

Dynamic Scheduling System:

- **Weeks 1-4**: Push/Pull/Rest/Push/Pull/Rest/Rest

- **Weeks 5-12**: Push/Pull/Push/Pull/Push/Pull/Rest

- **Missed Workout Logic**: Continue from last position (no doubling up)

- **Band Progression**: Recommend advancement at 40+ reps, minimum 15 to maintain

Exercise Tracking:

- **Push Exercises**: Chest Press, Tricep Press, Overhead Press, Front Squat

- **Pull Exercises**: Deadlift, Bent Row, Bicep Curl, Calf Raise

- **Band Options**: White, Light Gray, Dark Gray, Black

- **Rep Types**: Full reps (complete range) + Partial reps (failure training)

Competitive Positioning

Market Validation Results:

✅ **No direct X3-specific apps exist**
✅ **Generic resistance band apps lack X3 optimization**
✅ **Strong user demand validated through forum research**
✅ **Pricing model aligns with fitness app market standards**

Unique Value Proposition:

1. **X3-Specific Optimization**: Only app designed for X3 protocol

2. **AI Motivation Coaching**: Addresses primary user pain point

3. **"Train to Failure" Tracking**: Unique feature not found in competitors

4. **Fire Theme Energy**: Combat the "grind" factor with motivational design

Success Metrics

Key Performance Indicators:

- **User Retention**: Target 60%+ at 30 days (vs 15% fitness app average)

- **Conversion Rate**: Target 25%+ trial-to-paid conversion

- **Engagement**: Target 4+ workouts logged per week

- **Motivation Impact**: Track streak length improvements over time

Revenue Projections:

- **Year 1**: 1,000 users, $120K ARR

- **Year 2**: 5,000 users, $600K ARR

- **Year 3**: 15,000 users, $1.8M ARR

Development Roadmap

Phase 1: MVP Foundation (Weeks 1-4)

- ✅ Basic workout tracking interface

- ✅ Supabase database setup

- ✅ Stripe payment integration

- 🔄 Fire theme implementation

- 🔄 Splash page with email capture

Phase 2: Core Features (Weeks 5-8)

- Dynamic scheduling system

- Progress analytics and charts

- Email automation via Resend

- Settings page structure

- Mobile PWA optimization

Phase 3: AI Integration (Weeks 9-12)

- OpenAI/Claude API integration

- Personalized coaching messages

- Adaptive program recommendations

- Community features foundation

Phase 4: Advanced Features (Weeks 13-16)

- Real-time form feedback

- Health app integrations

- Advanced analytics dashboard

- Beta testing with select users

Risk Mitigation

Technical Risks:

- **Cursor Stability**: Migrated from Lovable for better reliability

- **Supabase Scaling**: Monitor usage and plan tier upgrades

- **AI API Costs**: Implement usage controls and monitoring

Market Risks:

- **X3 Company Response**: Build strong community before potential competition

- **User Acquisition**: Leverage X3 Facebook groups and forums

- **Retention Challenges**: Focus on solving core motivation problem

Launch Strategy

Pre-Launch (Current):

- Build email list via splash page

- Engage X3 community forums

- Document development journey for marketing

Soft Launch:

- Beta with 50-100 X3 users

- Iterate based on feedback

- Build testimonials and case studies

Full Launch:

- X3 community marketing

- Fitness influencer partnerships

- App Store optimization

Next Review Date: July 17, 2025
Document Owner: Wayne Turner
Stakeholders: Development team, early beta users