



FACULDADE DE  
CIÊNCIAS E TECNOLOGIA  
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Interacção Pessoa-Máquina

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# Get Buffed

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Stage 1:



**By:**

47427, Ângelo Duarte  
53070, Duarte Freitas  
54449, Luís Silva  
52916, Jorge Coelho

**Lab class Nº** P3

**Group Nº** 19

**Professora:**  
Teresa Romão

## **Problem Description:**

Given the current circumstances of the world, we as a society have become more sedentary and isolated than ever. Thus increasing risks of depression and obesity.

In addition, gyms turned into a potential contamination place. Increasing the fear of attendance, inducing people to find alternatives to this common practice.

For example: "Mr. Jonathan is a CEO of a very important company and spends most of his time answering emails and making important business choices to further his success. In order to perform these tasks Mr. Jonathan doesn't need to exercise much, consequently he is obese. One day Jonathan said to himself that he would start exercising. But how? Corona continues to infect people everyday and the gyms are becoming less feasible and less safe. Hiring a personal trainer would increase the probability of catching corona as well. How can I start exercising without the risk of getting infected?"

To fight this we offer Mr. Jonathan an application that lets him personalize an exercise routine fitting to his liking. We offer an opportunity to get your own personal trainer by remote communications as well.

## **Target Users:**

We mainly would like to attract users that wish to be healthier and interact/connect others while social distancing. These users are approximately 18 or above.

## **Project goal:**

Our solution offers the user the chance to personalize routines to fit his goals and objectives, while at the same time keeping track of statistics. In addition, allows users to import and export their routines, while interacting with others and learning from them.

For users that want to support the development of the app, we have a premium tier that features chatting with personal trainers to help with the user's quest to get buff!

We decided to go for a mobile app (Android) since its more practical to have a smartphone with you while training/exercising instead of a computer or a laptop.

## **Competition:**

One good example of apps in this market is adidas Training and Running by Runtastic, that started as an independent app and was bought by adidas. The app offers route tracking, a voice coach feature and challenges. The main difference from our app to the adidas app is that our app has a social media aspect to it that lets the users share their experiences in the forums, by importing and exporting routines, sharing their opinions on other routines in order to give each other a sense of living in a community that seeks to better yourself.

In our application we don't intend to have accounts and registrations, this will reduce the friction for new users, in contrast to other applications like adidas Training that aren't functional until one logs in with an account.

