

GEOFFRY MOORE TEMPLATE

- For – People who go to the gym that need more motivation and need to a better way to keep track of their progress
- Who- Many people who begin going to the gym end up quitting after a few weeks due to lack of motivation. Part of this lack of motivation comes from their not being a reward system for one's progress. More over many people lack a proper way to track their progress and compare it over a long period of time.
- The – Xpump is a student project that we our group is designing to aid gym goers who need more motivation and a better way to systemize their gym experience
- That – Our product Xpump, systemizes going to the gym while also motivating gym goers via a progression system and the ability to compare to other users, or to yourself at a past date. Users are able to track every gym session and categorize lifts into groups such as pull,push,legs etc. Users are then able to track the amount they lift per workout/muscle group and for the number of reps and sets they do. Over time a user can see how much they have increased in several ways: weight lifted, reps, sets, fatigue etc. There is also a benchmark system in place for each muscle group that is worked out, thus incentivizing the user to continue going to the gym.
- Unlike – the primary competitive alternative is MyFitnessPal. MyFitnessPal is a very popular health and fitness app that allows users to track their progress over time and the calories in certain foods. MyFitnessPal also recommends workouts if users wish to train a certain muscle group.
- Our product – Xpump,unlike MyFitnessPal, gamifies going to the gym and tracking results. Xpump does not recommend workouts, the workouts that are tracked and

benchmarked are given by the user. Moreover, the rewards are dependent on user's initial "stats" such as weight lifted, reps, and sets. Xpump is more designed for users who have some experience in the gym and train more conventional workouts such as bench press, bicep curl, pullups etc.