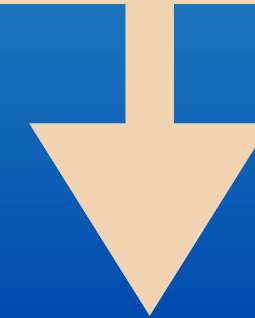




PRODUCT SPACE

FITSTREAK



Fitness isn't about tracking.
It's about consistency

Team: SPRINTERS

Adesh Mishra
Sudhanshu Raj



FitStreak

Download Now!!!

CONTEXT

Apps like cure fit, HealthifyMe an Google Fit track fitness but struggle to retain casual users

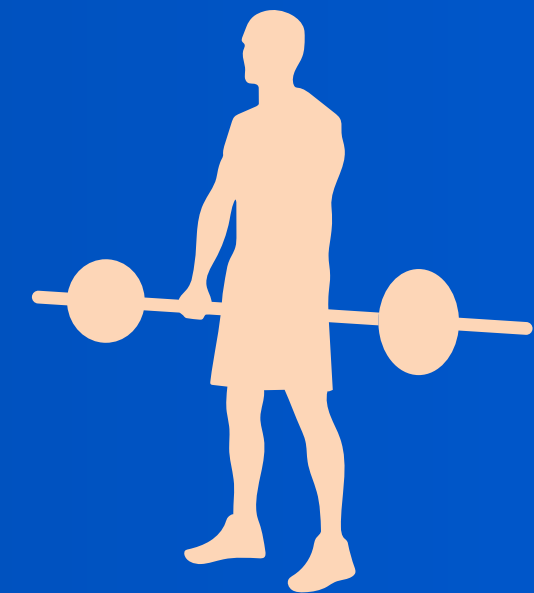
PROBLEM

Existing fitness apps excel in tracking but:

Fail to keep users consistent

Lack habit-forming elements

Struggle with user motivation and retention



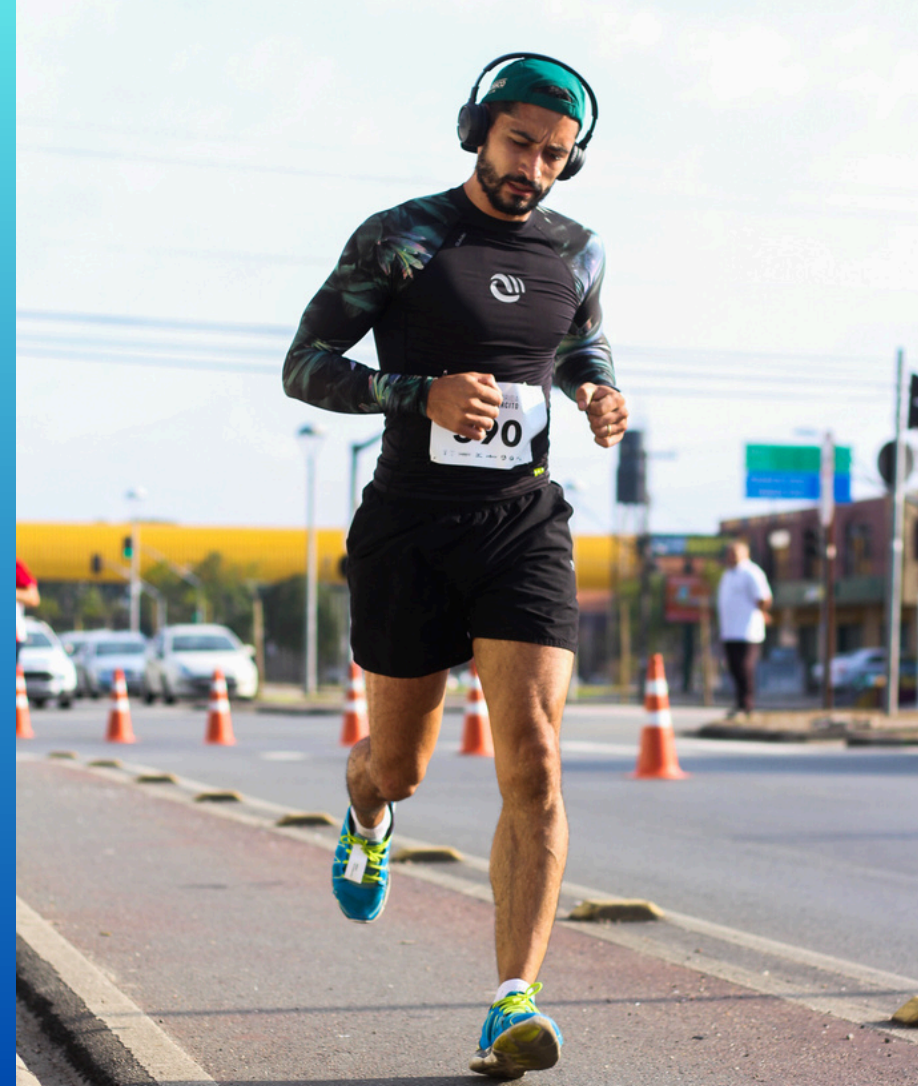
PROBLEM STATEMENT

Add a habit-forming layer that motivates users to stay consistent with their fitness goals using streaks, nudges, or social progress.



WHY NOW?

- Rising focus on preventive healthcare
- Global fitness app market is growing at ~20% CAGR



- Gen-Z and Millennials are seeking gamified, social, motivational digital wellness solutions
- Most apps focus on tracking, not behavior change

GOAL

Drive Consistency

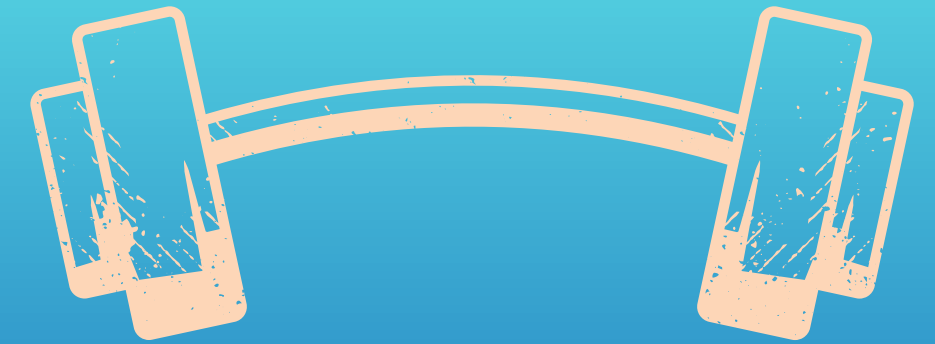
Boost Retention

Make Fitness Fun

Social Motivation



OUR SOLUTION



WE ADD A “HABIT ENGINE” TO ANY FITNESS APP.

NOT JUST TRACKING... TRANSFORMATION THROUGH:

STREAKS

GROUP CHALLENGES

SMART NUDGES

VISUAL PROGRESS

SOCIAL STREAKS

MOOD + MIND CHECK-INS



KEY ELEMENTS OF A SUCCESSFUL PROGRAM

FITNESS

On-site gym, fitness classes, or subsidized gym memberships

NUTRITION

Healthy eating workshops, access to nutritious snacks, or meal plans
subsidized gym memberships

MENTAL HEALTH SUPPORTTNESS

Counseling services, stress management workshops, and mindfulness programs

LIFESTYLE MANAGEMENT

Work-life balance initiatives, flexible work hours, and ergonomic workspaces

USER PERSONA

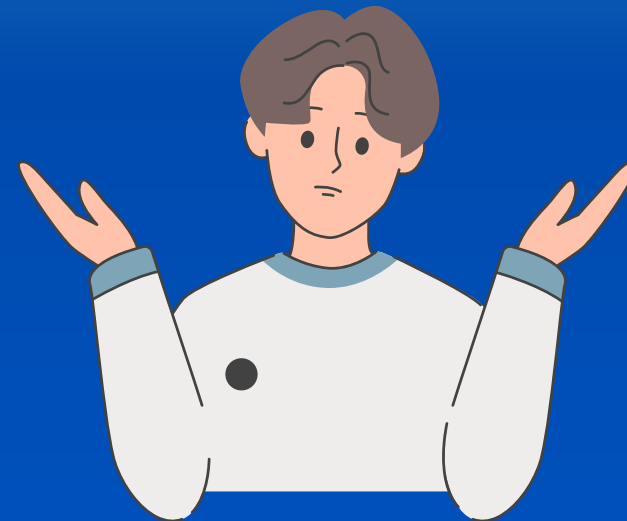
Amit Mehra

Age: 27

Occupation: Digital Marketing Executive



- "I don't know where to start — I just need reminders and motivation."



- "I want streaks, insights, and badges to push myself."

- "I work out sometimes — I want to build discipline."



FEATURE STACK



CORE (PHASE 1)

- Streak Tracker (calendar + heatmap view)
- Goal Progress Analytics
- Micro-Rewards & Badges
- Contextual Smart Nudges

ADD-ONS (PHASE 2)

- Social Streaks
- AI-Driven Adaptive Goals
- Mood + Mind Journal (Optional Wellness Layer)
- Challenge Countdown + Weekly Themes



Home



Streaks




Progress



Rewards

Daily Progress

0/4 Goals Complete

5 Day Streak! 

0% complete - You're doing great!

Features to achieve the goal

Today's Goals



Steps

9999 / 10000 steps

☐ Mark Done

100%

Daily Goal Tracker



Water

7 / 8 glasses

☐ Mark Done

88%



Workout

0 / 1 session

☐ Mark Done

0%



Sleep

7 / 8 hours


☐ Mark Done

88%

Clean and engaging notification



Smart Nudge

It's evening - perfect time for a quick workout! Keep your streak alive! 

Let's Go!

 Current Streak

5

Days Strong! 

Keep Going!

17

18

19

24

25

Streak Showcasing
with details of active
and inactive days

 Inactive  Active

Motivation to carry on

Milestones to motivate

Streak Milestones



Week Warrior
7 days



Month Master
30 days



Century Champion
100 days

Steps

9999 / 10000 steps

Almost there! 🍌

100%

Water

7 / 8 glasses

Almost there! 🍌

88%

Workout

0 / 1 session

In progress 📝

0%

Sleep

7 / 8 hours

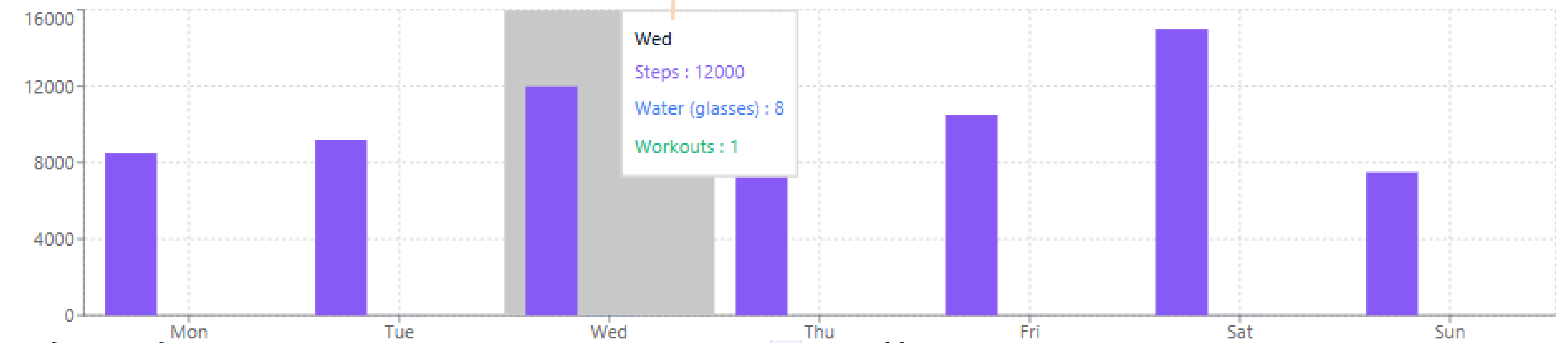
Almost there! 🍌

88%

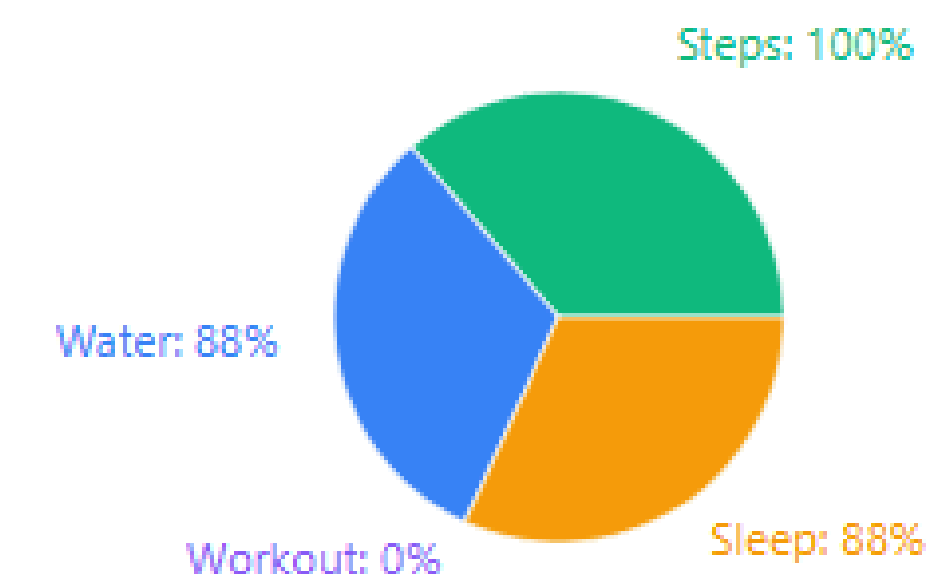
Weekly Activity Breakdown

Day wise
breakdown

Progress report



Today's Goal Progress



Insights to
track the
pattern

Weekly Summary

5/7

Days Active

18

Goals Hit

Weekly Consistency

71%

💡 Insight:

You're most active on weekends! Try scheduling workouts for Tuesday and Friday to maintain consistency.


 25

Virtual Coins Earned!

Goals Completed
 $0 \times 10 = 0$ coins

Streak Bonus
 $5 \times 5 = 25$ coins

Earned Badges (1)




Streak Starter
Maintain a 5-day streak

Earned! 🎉

Badges Received

Rewards Earned

Available Badges




First Step
Complete your first goal

1 goal completed



Hydration Hero
Hit water goal 3 times

3 goals completed



Week Warrior
Complete 7-day streak

7-day streak





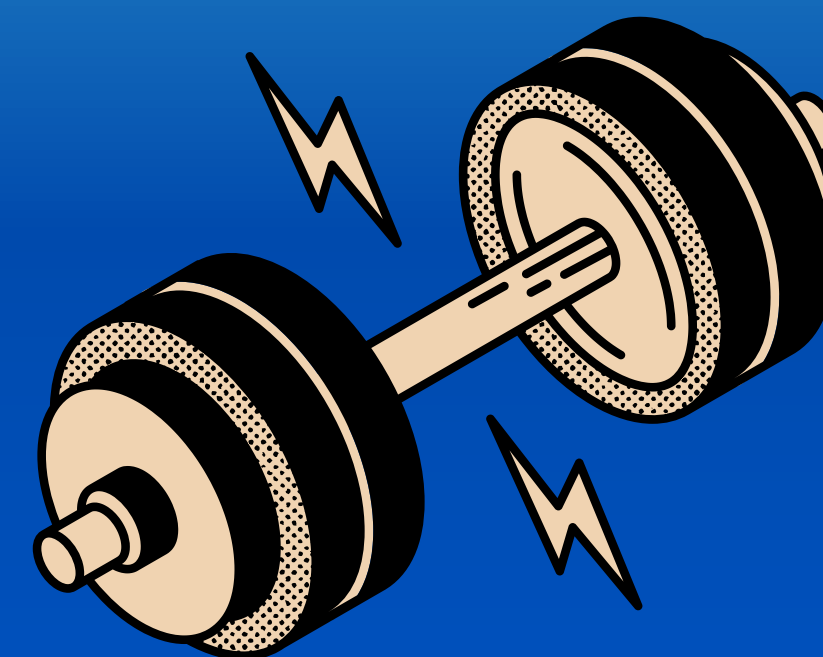
Available Badges to
set the target as well
as motivation

ENCOURAGING PARTICIPATION

Communication: Use newsletters, emails, and meetings to promote the program

Incentives: Offer rewards or recognition for participation and achievements

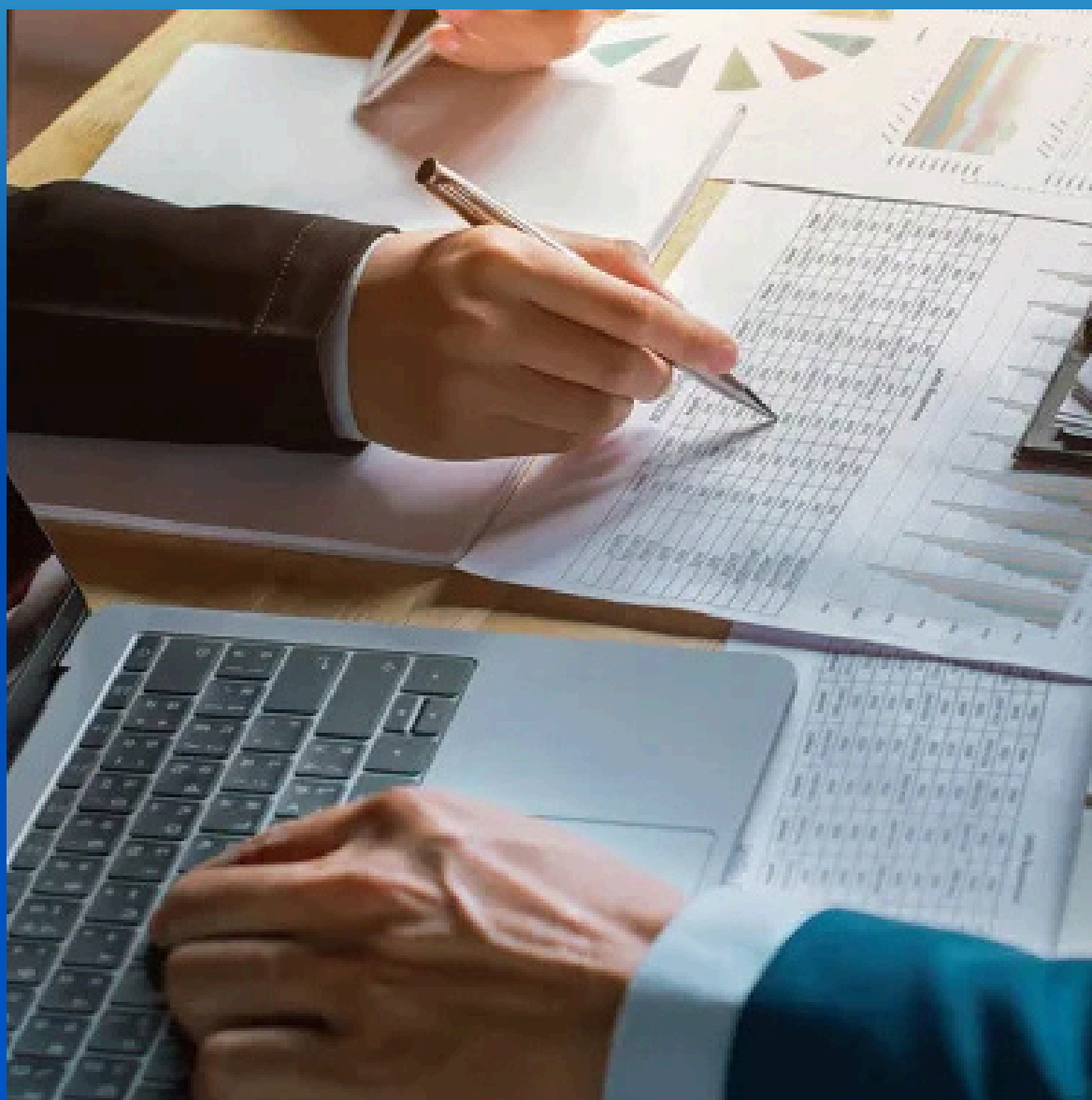
Engagement: Create a supportive community through group activities and social events



Competitive Matrix

Feature	<u>OUR PRODUCT</u>	<u>GOOGLE FIT</u>	<u>FITBIT</u>	HEALTHIFYME
STREAKS & HABIT ENGINE	✓	✗	⚠ Partial	✗
GAMIFIED CHALLENGES	✓	✗	⚠ Limited	⚠ Paid
SOCIAL ACCOUNTABILITY	✓	✗	⚠ Only premium	✗
MOOD JOURNALING	✓	✗	✗	✗
MICRO-REWARDS SYSTEM	✓	✗	⚠ Paid	✗

MEASURING SUCCESS



KEY METRICS

Track participation rates, health improvements, and employee feedback



HEALTH OUTCOMES

Measure changes in health indicators, such as reduced sick days and lower healthcare costs

SURVEYS AND FEEDBACK

Collect feedback from participants to assess the program's impact and identify areas for improvement



KPIs to Measure Impact

Metric	Target After 1 Month
DAU/MAU Ratio	≥ 0.6
7-Day Retention	$> 65\%$
Avg. Streak Length	> 5 Days
Challenge Completion	$> 45\%$
Mood Log Adoption	$> 30\%$



Thank you!

Team Sprinters

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