Three potential challenges that our app idea might face

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1. There are already a big market of exercise app

The main idea of our app is to suggest users an alternative for fitness equipment. However, currently in the google Appstore itself there were already 37,143 fitness apps in the first quarter of 2019[1]. It is already a red ocean market. Even though our app provides different information compared to other fitness apps, users will not know this unless they get to see our app among the swiping of more than 37,000 other fitness apps. Based on this information it will be a huge challenge for our app to overtake other fitness apps and gain users.

2. Limited number of potential users compared to other exercise app

It is already known from the potential challenge I previously covered that our app would have difficulty to gain users. But more to that, since our app is about more specific content from exercise, the number of users that will be interested in our app will be less. Even if we advertise that our app is mainly about alternative workout equipment, there is also home training apps which does not even need equipment. Based on a research home training app without equipment is already taking over 14.21% of the fitness app download in google play store on 2021 January[2].

3. Researching alternative workout equipment

We will be needing a lot of research based on what can be an alternative equipment at home and how to make the equipment with the household items. Finding all possible alternative items will be a challenge for us.

Reference

[1] "Most popular health and fitness apps in the United States as of May 2018, by monthly active users" [Online] Available:

https://www.statista.com/statistics/650748/health-fitness-app-usage-usa/ [Accessed: 02-May-2021]

[2] "Leading health and fitness apps in the Google Play Store in Canada in January 2021, by number of downloads" [Online] Available:

https://www.statista.com/statistics/699096/leadinghealth-and-fitness-google-play-canada-downloads/ [Accessed: 02-May-2021]