

Physical Fitness Tracker

Phone App

Integration with smart watches makes tracking steps and activity easy and accurate.

Has been implemented before in apps like MyFitnessPal.

Use manual entry of fitness data. More work but more accurate.

Mainstream and easy for the target audience to understand.

May have difficulty gaining traction with such a flooded market.

Website

Centralized location for multiple users.

Easy way to establish a community and allow users to share.

May be cumbersome to navigate to.

Can be integrated with an app.

Workbook (Paper)

Simple and easy for anyone to pick up.

Does not rely on technology or electricity.

Outdated. Not very "Cool".

May be cumbersome to carry around versus a technological solution.

Can be easy to ignore/forget about with no reminder capabilities.

Ways to Track

Smart watch.

Motion sensors in phones.

Manual entry on paper.

Manual entry into an app.

Voice recognition for data entry. (Think talking to alexa or siri.)

Automated Reminders with AI

Set time intervals for AI to ask for fitness data.

Could use this along with tracking using a smart watch or the phone to check for accuracy.

Using voice recognition obtain and organize fitness data.

This could lead to reminders to get more exercise throughout the day based on data obtained at a certain point. (If your goal is 1000 steps for the day, and you are usually at 800 by 6pm, then if you are under 800 by 6pm it tells you to take a break and walk.)

Your awesome idea goes here.