

# Fitness App

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## **THE PROBLEM**

- People lack motivation to work out so we are designing an app where you collect points in order to motivate the user to work out

## **Who is experiencing the problem?**

- People with a lack of motivation for fitness
- People who have never experienced physical exercise or even playing a sport

## **What is the Problem?**

- A lack of motivation to workout leading to people living unhealthy lives.

## **Where does the problem present itself?**

- friends in the gym trying to track their progress
- In societies where fitness is not being promoted

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## **Why does it matter?**

- There are long term health problems associated with not exercising that affect the majority of the population in this country. Heart attacks are currently the leading cause of death in America, which could be easily prevented by frequent daily exercise, which this app would promote.
- On top of the physical benefits, working out has been scientifically proven to release endorphins in the brain. This makes the argument that exercise benefits mental health. It has been said that we are in the middle of a mental health crisis in today's society and we believe that frequent workouts are part of the solution to subdue this issue.