**[Fitness Website]**

Website Proposal

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| **Context** |
| It is no understatement that the recent COVID-19 pandemic has left a lasting impact on humanity both physically and mentally. Effects of stress and anxiety on lifestyle during that time led to adopting unhealthy behaviors such as higher consumption of sugar-rich food, alcohol, and reduced physical activity.  A fitness/bodybuilding website can be an excellent opportunity to tap into this situation and help individuals achieve goals of a healthier lifestyle by improving their physical and by extension, mental health as well.  In addition to this problem, there is a growing trend toward fitness and bodybuilding which presents an opportunity the website can take advantage of, as well as the increasing awareness of health and wellness which is driving the growth of the industry. |

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| **Purpose** |
| The website will provide a variety of workout plans tailored to the individual's fitness goals and experience level. The workout plans will include detailed instructions and visual aid to ensure proper form and technique.  Besides its obvious direct benefits working out offers, like improved cardiovascular activity, better breathing, healthier brain activity etc., it also boosts the mood immensely. This boost can carry over into completing other activities that will slowly build a healthier lifestyle. |

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| **Target Audience** |
| The proposed business case for this website aims to provide a comprehensive solution for people who are looking to improve their health and fitness by offering a variety of workout plans. People who already are health enthusiasts can still check out our website since it may provide exercises they were not familiar with and could be a great way of diversifying their exercise routine. |

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| **Visitors' Motivations and Goals** |
| Your Workout Buddy’s visitors are likely to be individuals who search for more workout ideas to either introduce along their already established ones, or to make the start by adopting this detailed guide. For the members of our target audience who would eventually like to take the exercises a step further, the website will provide outdoors exercises as well, mainly Calisthenics. Calisthenics is a type of workout which involves using the body weight at your own pace. The exercises help to improve coordination, flexibility, and strength. |

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| **Information Requirements** |
| 1. Regardless of the visitor’s lifestyle, the exercises should be easy to understand and follow. Specialized terminology will be included to further inform and educate website visitors. 2. Each exercise should also be accompanied by pictures to make it even more understandable. |

**References**

1. Teixeira PJ, Carraça EV, Markland D, Silva MN, Ryan RM. Exercise, physical activity, and self-determination theory: a systematic review. The International Journal of Behavioral Nutrition and Physical Activity. 2012 Jun;9:78. DOI: 10.1186/1479-5868-9-78. PMID: 22726453; PMCID: PMC3441783.
2. Hruby A, Hu FB. The Epidemiology of Obesity: A Big Picture. Pharmacoeconomics. 2015 Jul;33(7):673-689. DOI: 10.1007/s40273-014-0243-x. PMID: 25471927; PMCID: PMC4859313.
3. Mattioli AV, Sciomer S, Cocchi C, Maffei S, Gallina S. Quarantine during COVID-19 outbreak: Changes in diet and physical activity increase the risk of cardiovascular disease. Nutrition, Metabolism, and Cardiovascular Diseases : NMCD. 2020 Aug;30(9):1409-1417. DOI: 10.1016/j.numecd.2020.05.020. PMID: 32571612; PMCID: PMC7260516.