

Product features	Curent state	GAP	Future state	
Activity Tracking	Basic tracking (steps, distance, calories burned)	Lack of advanced metrics and insights	Advanced tracking (heart rate, sleep, stress levels)	
Workout Logging	Manual entry for workouts	Manual entry is time-consuming and less accurate	Automatic syncing with wearable devices	
Nutrition Logging	Basic nutrition logging	Lack of customization and guidance	Personalized nutrition plans	
User Engagement	Simple user interface, limited social features	Low engagement and motivation	Gamification, community challenges	
User Experience	Basic functionality, not visually appealing	Intuitive design, visually appealing interface	Intuitive design, visually appealing interface	