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Individual Project Proposal

For my individual project, I would like to develop a website for home workouts and nutrition information. This content is currently in high demand, as many people are stuck in their homes during this COVID-19 global pandemic. While there are many gyms and other locations beginning to reopen, many people at higher risk of COVID-19 are still unable to go. In other situations, people may not have the ability to afford a gym membership or nutrition advice. This website would present an affordable solution for people looking to reach their health or fitness goals.

In the health and fitness industry, many products, routines and false information is circulated as a way for companies to generate profit off of people’s insecurities and goals. The goal of this website is to provide only researched and accurate fitness and nutritional information for users, and to tailor this advice to meet one’s personal goals.

Additionally, many people struggle to reach their goals due to a lack of motivation and effort. By gradually making very small changes in your daily routine, the transition to a healthy lifestyle becomes much easier. With this website, the goal is to help people create lifestyle changes that are sustainable rather than the “quick solutions” that are often marketed and highly unrealistic.

This website will serve the general public by making a healthy lifestyle attainable for anyone. In doing so, extensive research will need to be conducted to ensure that only accurate information is presented to users. Profits from this website could be generated through advertising, or offering a small paid subscription to people in exchange for a more personalized program to follow to reach their goals.