Need Finding

We began our project by analyzing the domain of Fitness and Nutrition. To better understand the current landscape, we explored existing apps and identified common user needs, focusing on those that remain unmet by current competitors.

From this research, we generated a list of 12 initial ideas. To narrow them down, we implemented a bracket-style voting system within our group of six, where ideas were compared head-to-head in 1v1 matchups. This democratic approach helped us collectively determine which ideas we were most enthusiastic about pursuing.

At the end of this process, the top three ideas were:

1. A smart grocery list app that prevents over-shopping by suggesting items based on your typical eating habits and aims to optimize nutrient intake per euro.
2. A fitness-oriented dating and social connection app to find romantic or non-romantic partners who share your fitness goals and make exercising more fun and social.
3. An app that lets users replicate the daily routines of high-level athletes or fitness influencers relative to their own level. Find friends with their same routines as you or pay influencers to unlock theirs.

After discussing these with our professor, we decided to move forward with the second idea: the fitness-oriented dating app.

Selected App Concept

Our app concept is a platform designed to connect individuals who share similar passions, fitness goals, and dietary preferences. Whether someone is looking for a workout partner, a romantic relationship, or simply someone who follows the same diet, the app facilitates meaningful connections through shared lifestyle choices.

Users can input details such as their favorite sports, skill levels, diets, and preferred foods. Based on this information, the app will match users with compatible profiles—whether for training sessions, meals, or dates—centered around mutual interests. In-app chat functionality will allow users to arrange meetups and get to know each other better.

Step 1: Form Creation

As our first step in development, we created a form to collect and define the key user data that will power our matchmaking system. This form includes inputs for sports preferences, fitness level, dietary habits, and social or romantic intentions.Rather than using a basic Google Form, we opted to build a more dynamic experience that would better engage users and gather more relevant data. Our custom form includes:

* Conditional Logic: We implemented an if-then structure so that users are only shown questions relevant to their previous answers. This creates a more personalized and streamlined experience, avoiding unnecessary or irrelevant questions.

The core logic of our form is built around identifying user motivation and areas of desired self-improvement. At the beginning of the form, users are asked which areas of their life have improved over the last 90 days—fitness, diet, or relationships (friendship/dating/groups). This allows us to segment users:

* Users who reported improvements are asked what changes they made and what helped them succeed. This gives us insight into positive behaviors and habits we might amplify or support in our app.
* Users who did not report improvements are asked follow-up questions to understand why and what specific challenges they’ve faced. This helps us identify pain points our app could address, ensuring we’re building solutions for real problems.
* AI-Powered Engagement: At the end of the form, we introduced an AI agent that humorously "roasts" the user based on their lifestyle choices and responses. This feature is designed to boost user engagement, encourage form completion, and increase the likelihood of submissions by making the process more memorable and fun.

Using this approach, we received 162 user submissions in just one day by sharing the form across our networks.

Form link: <https://hci-service.vercel.app/form/fitm8>

Results dashboard: <https://hci-service.vercel.app/form/fitm8/results>

(Click “Unfolding View” for more detailed insights)

Step 2: Form Results Analysis

From our form we understood these key metrics:

Step 3: Competitors Analysis

Apps to Find Workout Buddies & Sports Partners:

* Sporty: Quickly discover nearby sports activities and connect with people to participate in various sports. https://apps.apple.com/us/app/sporty/id887314971

❌ Why it's not direct competition: Focuses more on organizing group sports sessions and court bookings. It lacks personalized motivation features, in-app training goals, or real-time buddy matching based on availability and fitness compatibility.

- RacketPal: Connect with local players for tennis, badminton, squash, table tennis, and padel, and set up matches easily. https://apps.apple.com/us/app/racketpal-find-sport-partners/id1453817491

❌ Why it's not direct competition: Targeted only at racket sports and mostly match-making between similar skill-level players. It doesn’t support general fitness, training plans, or broader community motivation features.

* TagTeam:Find gym partners, set fitness goals, track progress, and engage in friendly challenges to stay motivated. https://play.google.com/store/apps/details?id=com.tagteam.gymbuddy&pli=1

❌ Why it's not direct competition: While it promotes goal tracking and social fitness, it's gym-centric and lacks dynamic community events, diverse sports coverage, and real-time event discovery.

* Joinby: Connect with sports buddies in your neighborhood who are also looking for someone to exercise with. https://www.joinby.app/en/buddy-wanted/sports-buddy/

❌ Why it's not direct competition: Broad-purpose social app used for all kinds of meetups, not tailored for consistent fitness routines or user motivation. Lacks focus on fitness progression, training schedules, and personalized fitness challenges.

* Brocnbells: Meet like-minded health and fitness enthusiasts, connect over favorite gyms, healthy cafes, and activities near you. https://brocnbells.com/

❌ Why it's not direct competition: More focused on casual meetups and wellness networking. Not designed for structured training support, habit-forming features, or integrated performance tracking.

Apps to Discover Local Sporting Events:

* Sidelyne: Find, visit, and share local sports events around you by searching a location, selecting a sport, and choosing a date. https://www.sidelyne.app/

❌ Why it's not direct competition: Focuses solely on attending or spectating sports events. It doesn't support finding training buddies, building routines, or encouraging user fitness through accountability.

* Liveliness: Join a sports community to meet, practice together, and connect with professionals; features organized events for various sports. https://www.liveliness.io/

❌ Why it's not direct competition: Community-based with emphasis on networking and practice. Missing features like personalized routines, motivational challenges, or adaptive matchmaking based on fitness goals.