

# Gym Goal

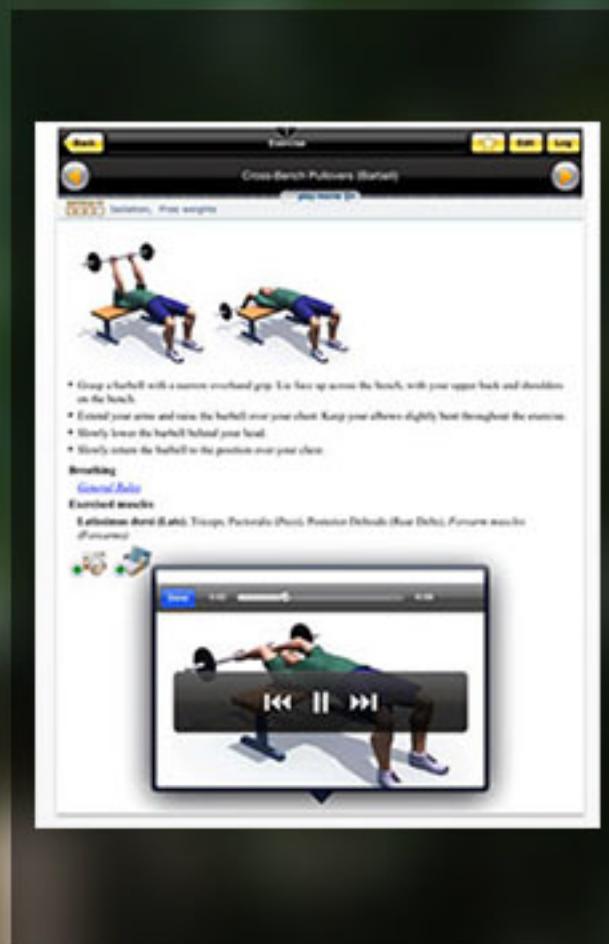
An app for iPad and iPod to help users achieve their workout goals. A very in depth app to help the user get in shape. Gives user proper demonstration and lessons on how to do workout, and how well they are working out.

## Positive Features

- Fitness schedule
- Photos of workouts
- Video demonstration
- Recomendations



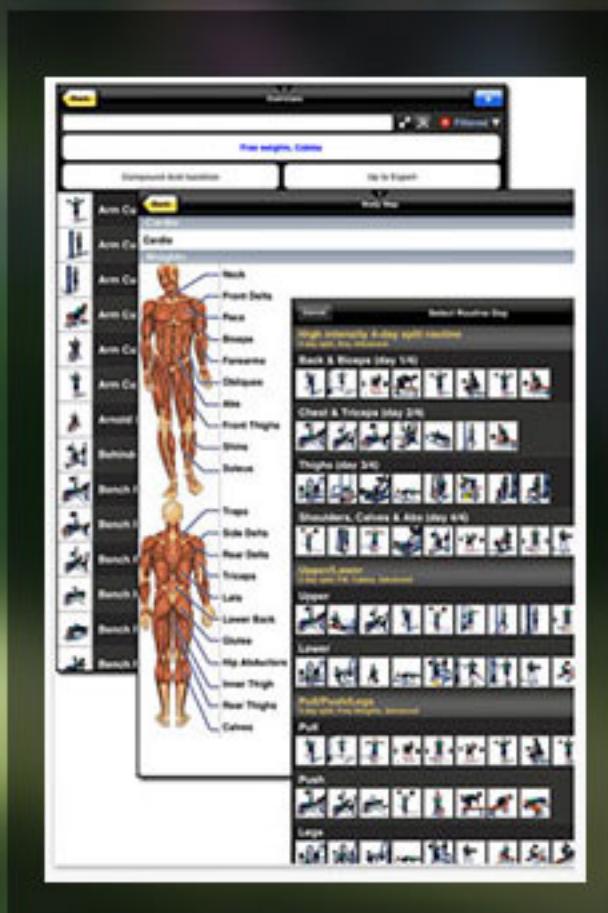
Workout Schedule



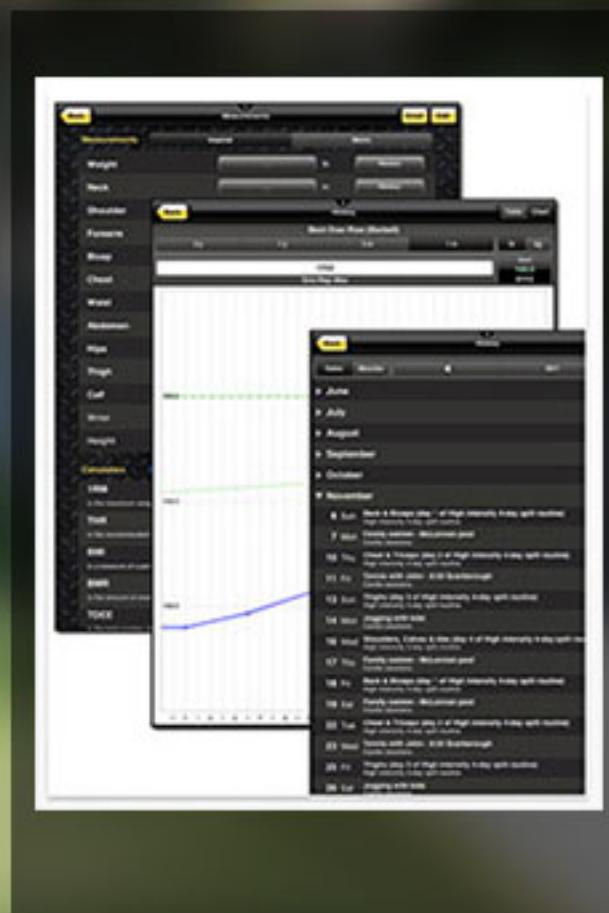
Demonstrations

## Negative Features

- User Interface
- Overwhelming layout
- Too much content



Overwhelming Layout



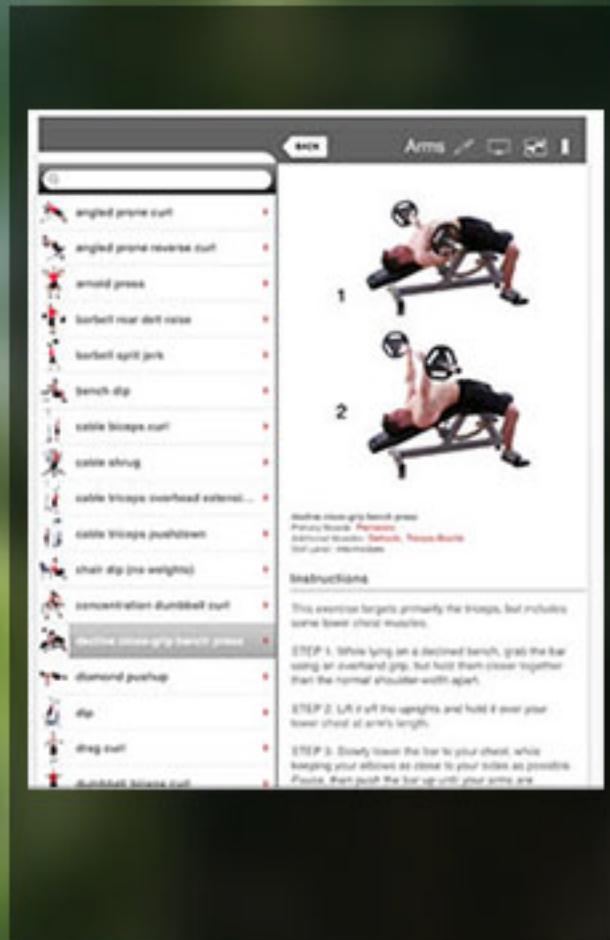
User Interface

# iFitness

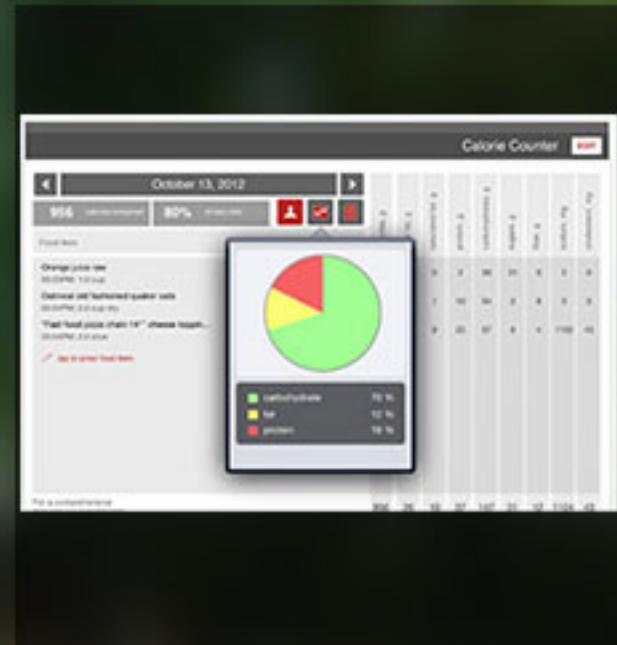
Voted as one of the best workout apps by Men's Fitness. Very nice app layout that demonstrates ways to workout. Keeps record of workouts and your progression.

## Positive Features

- Simple interface
- Photos of workouts
- Keeps record of workout
- Organized
- Step by step instruction



Step by Step Demonstration



Keeps Record of Workout

## Negative Features

- Plain colour Pallette



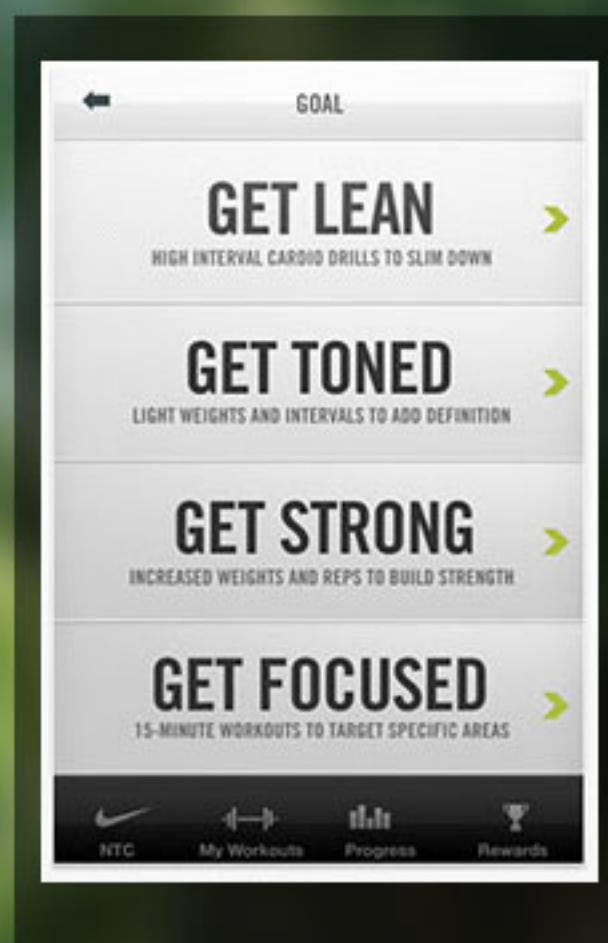
Plain Colour Pallette

# Nike Training Club

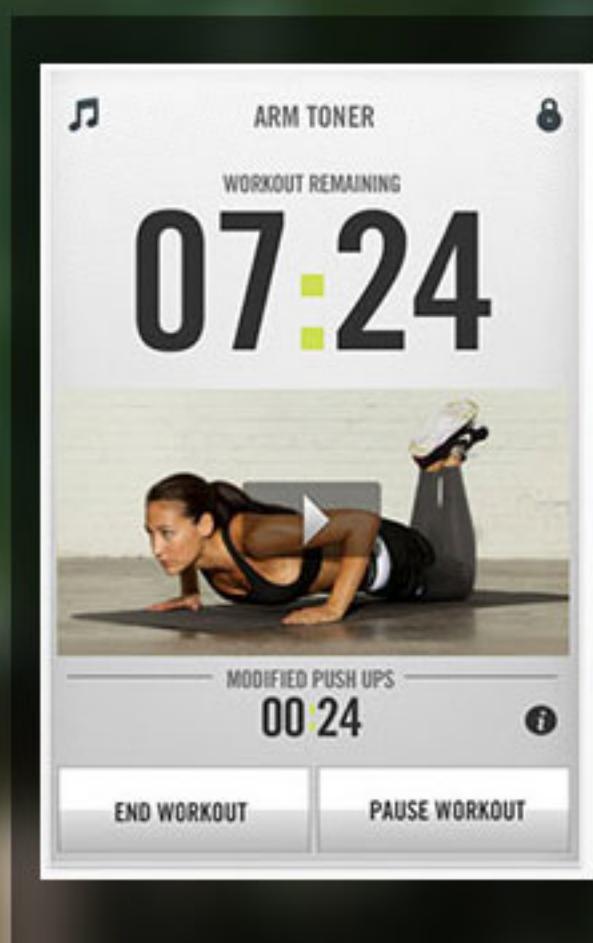
Ranked No. 2 on Gizmodo the Nike Training club is a very clean and well cut fitness app. It offers features some fitness apps don't offer like, music list, timer, and levels of workout. Best layout out of any fitness app.

## Positive Features

- Clean look
- Timer
- Simple interface
- Organized
- Rewards



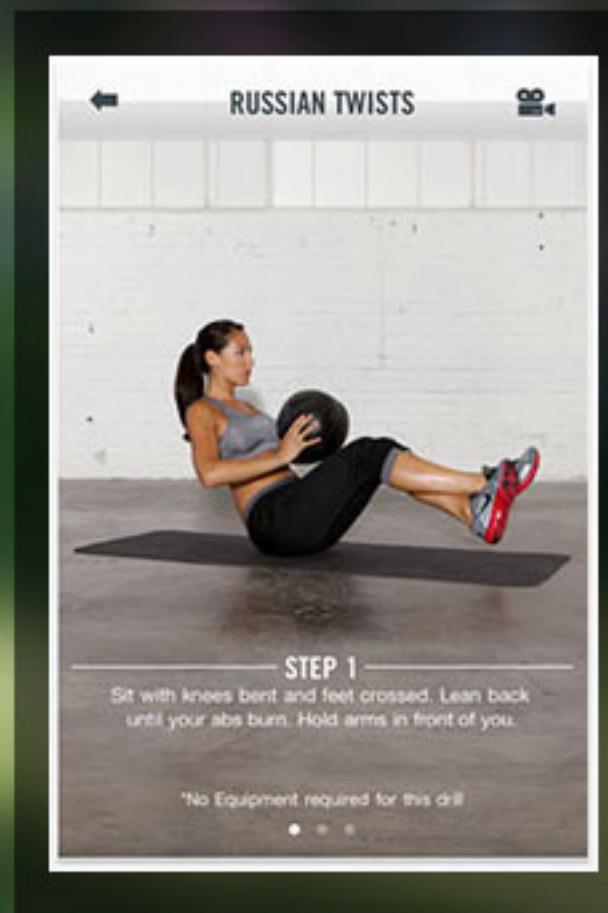
Organized/Clean Look



Timer

## Negative Features

- Workout not too descriptive



Workout not too Descriptive

# Jillian Michaels Weight Loss Plan

Jillian Michaels is a trainer from The Biggest Loser. Her fitness app targets ways to look and eat healthy. It also get people involved by posting blogs, and helping eachother achieve their fitness goals.

## Positive Features

- Meal plans
- Workout tracker
- Weight-loss counter
- Organized
- Community



The screenshot shows a blog post titled "Getting Started...again!" with a yellow "Community" button at the bottom.

Community

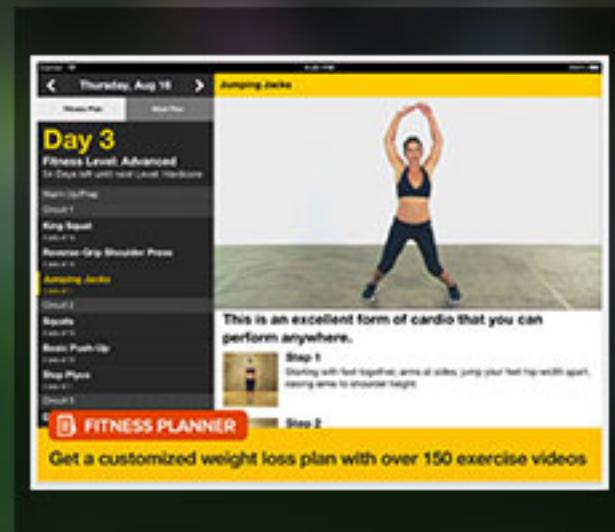


The screenshot shows a meal plan for "Circuit Training" with a yellow "JOURNAL" button at the bottom.

Workout Tracker

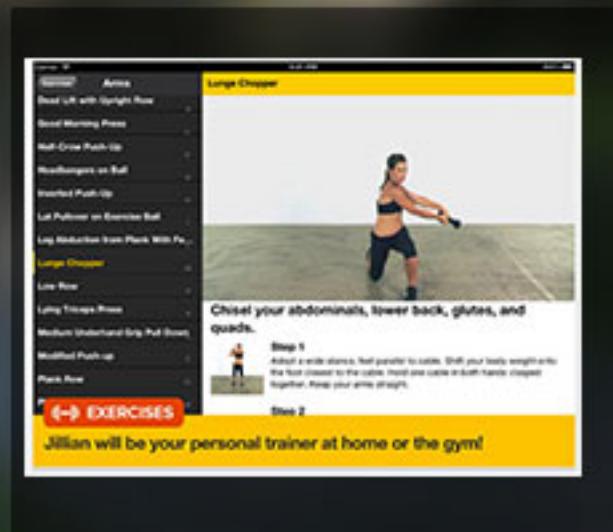
## Negative Features

- Too compressed
- Too much navigation



The screenshot shows a workout video for "Jumping Jumps" with a yellow "FITNESS PLANNER" button at the bottom.

Too Compressed



The screenshot shows a workout video for "Lunge Chopper" with a yellow "EXERCISES" button at the bottom.

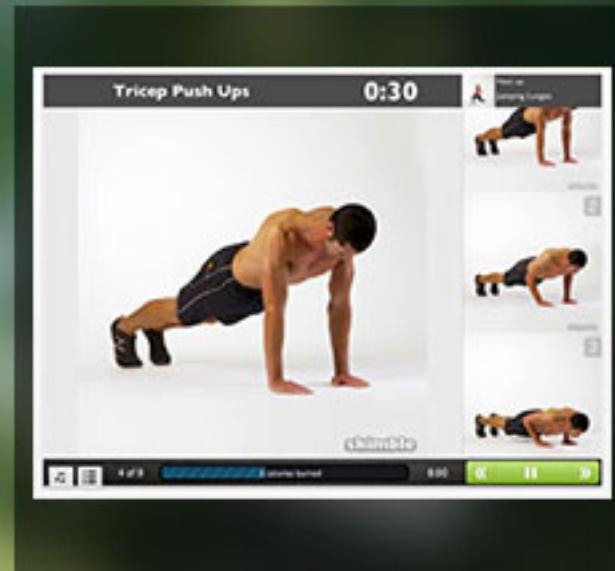
Too Much Navigation

# Workout Trainer

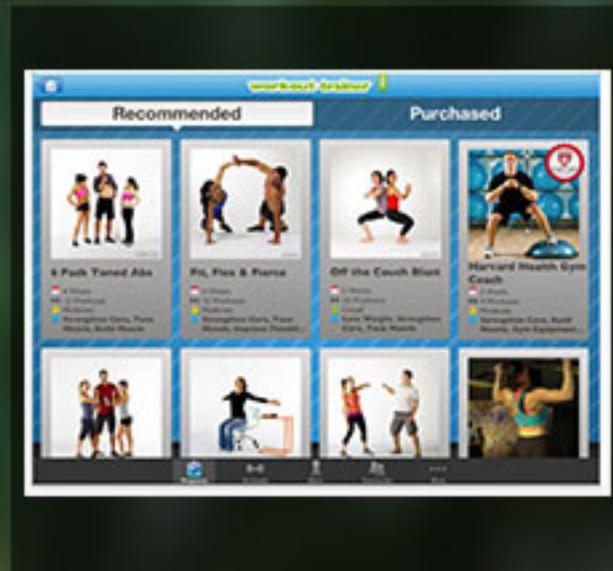
Ranked No. 5 by Gizmodo, Workout trainer is a nicely laid out app that demonstrates working out very well. Incorporates real life video examples. Supplies you with routines to follow when working out.

## Positive Features

- Clean layout
- Organized
- Real life examples
- Video training
- Straight to the point



Video Training/Clean Layout



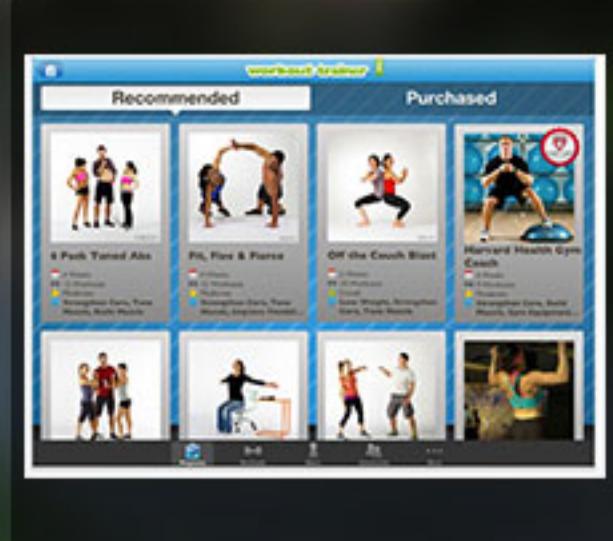
Organized

## Negative Features

- Pay for workouts
- Cheesy fonts
- Plain
- Childish Appeal



Cheesy Fonts/Childish



Par for Workouts