

FitKart – Project Scope Document

1. Project Overview

FitKart is a mobile fitness commerce application that rewards users with coins for walking. These coins can be redeemed for products, rewards, and partner benefits through an integrated commerce ecosystem powered by Shopify.

2. Product Goals

Business Goals

- Encourage daily walking habits
- Enable commerce via rewards redemption
- Create brand and insurance partnership ecosystem
- Support sponsored campaigns
- Offer wellness and insurance benefits

User Goals

- Earn rewards through walking
- Redeem coins easily
- Participate in challenges
- Improve fitness habits

3. Core Features Scope (MVP)

User Account System

- User registration and login
- Google/Apple social login
- Profile management
- Fitness statistics view
- Coin wallet display

Step Tracking

- Integration with phone motion sensors
- Google Fit integration
- Historical activity tracking
- Steps converted to coins with configurable limits

Coin Wallet System

- Coin balance tracking
- Earn and redemption history
- Optional coin expiry
- Challenge and campaign rewards

Rewards Store (Shopify Integration)

- Product browsing and cart
- Checkout and order management
- Coin or hybrid payment
- Order tracking

Dashboard

- Daily step progress
- Coins earned
- Goals and challenges
- Featured rewards

4. Growth Features Scope

Insurance Partnerships

- Discounted premiums for active users
- Fitness-based insurance incentives
- Activity data sharing with user consent
- Partner integration APIs

Brand Tie-Ups

- Brand-sponsored rewards
- Campaign-based promotions
- Reward rule management
- Coupon distribution systems

Sponsored Rewards

- Brand-funded reward campaigns
- Step-based reward unlocking
- Coupon and reward tracking

Challenges & Campaigns

- Daily, weekly, and seasonal challenges
- Corporate and brand campaigns
- Leaderboards and rewards distribution

5. Technical Architecture

Mobile App communicates with FitKart backend services, which integrate with phone sensors and Shopify commerce infrastructure.

6. Frontend Scope

Technology: React Native for Android and iOS with a shared codebase.

- Dashboard UI

- Step tracking screens
- Wallet management
- Store and checkout
- Orders and profile
- Challenges and campaigns

7. Backend Scope

Recommended backend stack includes Node.js, PostgreSQL database, Redis caching, and cloud hosting.

- User management
- Step validation and anti-cheat
- Coin calculations
- Wallet management
- Shopify integration
- Campaign logic

8. Database Scope

- Users
- Wallet balances
- Step logs
- Transactions
- Orders
- Challenges
- Rewards
- Campaigns
- Partners

9. Admin Panel Scope

- User management
- Coin rule configuration
- Campaign management
- Product synchronization
- Partnership administration

10. Anti-Cheat Measures

- Step anomaly detection
- Speed and motion validation
- GPS correlation checks
- Daily earning caps
- Device binding

11. Monetization Model

- Sponsored campaigns
- Brand partnerships
- Commerce margins
- Insurance partnerships
- Future premium subscriptions

12. MVP Development Timeline

- Architecture design: 2 weeks
- Backend development: 4–6 weeks
- Mobile development: 6–8 weeks
- Shopify integration: 2 weeks
- Testing: 2 weeks
- Total estimated time: 8–10 weeks

13. Future Expansion

- Corporate wellness programs
- Wearable integrations
- Fitness marketplace
- Social competitions
- Premium memberships

14. Success Metrics

- Daily active users
- Average steps per user
- Coin redemption rate
- User retention
- Brand revenue

15. Deliverables Summary

- Mobile application
- Backend APIs
- Wallet and rewards system
- Shopify commerce integration
- Challenges system
- Admin management panel

Final Summary

FitKart aims to become a comprehensive fitness commerce ecosystem, rewarding healthy lifestyles through real-world incentives, commerce partnerships, and engaging wellness campaigns.