



PRODUCT

FitTogether

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VISION

Is a creative solution for people interested in starting or maintaining a fit and healthy lifestyle who need motivation, consistency, and emotional support without social pressure. It is called **FitTogether** and is a web application designed to create an intimate fitness-focused social network that enables users to build healthy habits, share real progress, and stay accountable with close friends. Unlike traditional fitness apps or mainstream social media platforms, our solution promotes authenticity, daily consistency, and mutual support instead of comparison and unrealistic standards.



TARGET GROUP

People between 18 and 35 years old who want to adopt a healthier lifestyle and feel motivated through social connection, habit tracking, and real progress sharing, without the pressure of traditional social media.



NEEDS

Many people who want to adopt a fit and healthy lifestyle struggle with maintaining consistency and motivation over time. Traditional fitness apps often feel impersonal, while social media platforms create pressure, comparison, and unrealistic expectations. Users need a supportive and authentic space where they can track habits, share real progress, and receive encouragement from close friends, helping them stay accountable and motivated without feeling judged.



PRODUCT

- **User authentication system**

Secure login and registration using email or social accounts.

- **Personal user profile**

Profile with basic information, fitness goals, and progress overview.

- **Private friend network**

Users can add only approved friends to keep the experience intimate.

- **Training-based photo sharing**

Photo sharing is enabled only on the days the user trains, encouraging realistic posting aligned with personal workout routines rather than daily pressure.

- **Time-limited posts**

Content disappears after 24 hours to encourage authenticity (BeReal-style).

- **Habit streak tracking**

System that tracks daily fitness or wellness streaks to motivate consistency.

- **Activity feed**

Feed showing friends' posts, streaks, and achievements.

- **Reactions and comments**

Simple interactions such as likes, emojis, and supportive comments.

- **Private messaging**

Direct messages between friends for motivation and accountability.

- **Tutorial section**

Educational content including workout guides, tips, and healthy habits.

- **Training schedule setup**

Users can define their weekly training days when creating or editing their profile, allowing the app to personalize reminders, streaks, and content availability based on their routine.



PRODUCT

- **Progress visualization**

Charts or summaries showing habit consistency and personal improvement.

- **Notifications system**

Reminders for posting, maintaining streaks, or interacting with friends.

- **Content moderation tools**

Reporting and filtering system to maintain a safe and positive environment.

- **Privacy controls**

Users can choose who sees their content and manage visibility settings.

- **Responsive design**

Web app optimized for desktop, tablet, and mobile devices.

- **Recommendations system**

Personalized fitness and wellness recommendations based on user activity.

- **Responsive design**

Web app optimized for desktop, tablet, and mobile devices.

- **Data security and protection**

Secure handling of user data following privacy standards.

- **Search and discovery (friends)**

Search feature to find friends by username or invite via link.

- **Streak-based levels and achievements**

The application categorizes users into levels such as Beginner, Pro, and Expert based on the progression of their habit streaks, rewarding consistency and long-term commitment through achievement milestones.

- **Scalable architecture**

System designed to support growth and future features without performance issues.



BUSINESS GOALS

To develop a differentiated fitness social platform that promotes long-term user engagement and retention through authentic social interaction and habit consistency. The product aims to build a trusted brand, grow a loyal user base, and support sustainable growth while enabling future monetization opportunities.