

Routine Smith Draft

Executive Summary

Product name: Routine Smith

Product purpose: This application will provide users with a more organized and concise way of tracking their routines, finding exercises in a more efficient way, and staying on track with their dietary plans (users should consult their medical professional first if there is any risk of allergic reaction or dietary restrictions). Often, when someone is working out or attempting to keep up with their dietary goals, it can be daunting to attempt to do all this as a beginner but with Routine Smith, the worry of organizing everything seems a lot less difficult. There are three main components of Routine Smith:

1. Exercise Finder - With the use of an anatomical model of the human body, users will be able to find exercises that fit their needs with more efficiency and also receive references from across the internet for how to do the workout and how to safely perform the movements.
2. Workout Tracker - Similar to a regular checklist, the user will be able to organize their workouts by specific days or muscle groups. Additionally, users will also be able to track their current weight strength and PRs (personal records) within that same list to keep track of their progress within their fitness journey. Users can save their workout routines within custom groups or utilize the preset routines that can be found within the app.
3. Diet Tracker - Users will have access to a diet tracker that can help them track their intake of proteins, carbohydrates, fats, and other nutrients. Users should consult professional nutritionists and medical professionals for their dietary goals or restrictions, this feature only uses the information from a database of meals and ingredients to assist users tracking their diet and calorie intake, this feature will not provide any medical advice.

The main service groups of the product are novices who want to exercise, people who want to plan their bodies, people who want a healthy life and people who want to know about fitness-related information.

Market Research and Need Analysis

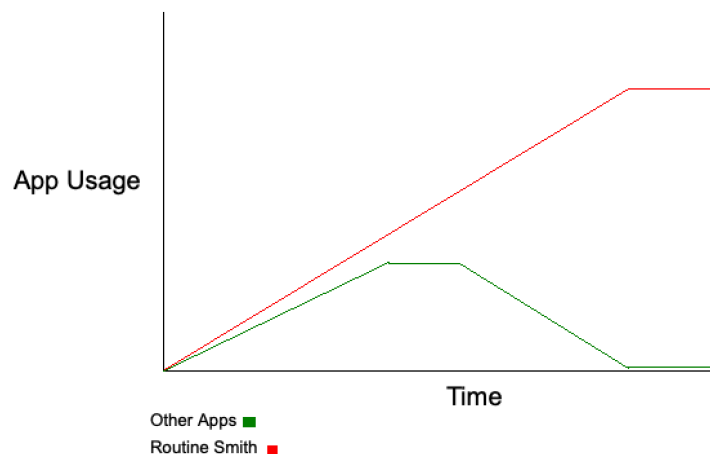
Routine Smith addresses the difficulties that both newcomers and experienced gym goers face. Difficulties maintaining/finding routine, finding exercises that better suit their needs/goals, and maintaining their dietary goals. Using a more gamified design and experience, users will be more motivated to not only continue their fitness journey but to also continue using the app.

It is true that other applications already exist within both fitness and nutrition, but not only does this app bring all the features into one place, making it easier to manage, but also provides an experience that would be completely free of charge. Competitors tend to utilize subscription based approaches to get something out of it; however, we won't utilize subscriptions nor invasive advertisements to make income. Most of the competitor apps block certain features that might make the user experience better by utilizing subscriptions and are generally rigid in terms of customization and individualization.

Additionally, many apps tend to specialize in specific types of exercise (flexibility, aerobic, yoga, calisthenics, etc.) or dietary needs (weight loss, calorie tracking, allergy limitations) making the search for what app you want to be more tedious. We intend to make this vast search of what app you need into just one simple decision. Routine Smith takes all the components and styles of exercise into one simple solution allowing for users to simply input their exercise goals and dietary preferences in order to find what they want to do without the need of searching for "the right app."

Moreover, Routine Smith's main goal is to help users create their own routine that they can follow consistently by providing personalized feedback and giving the user reminders to do their routine. To reduce the risk of user disinterest and lack of usage due to lack of a reward system, we aim to resolve this by adding a daily quest system and a ranking system that gives the user a rank with how consistent they are with their routines. To prevent cheating or risk of the users comparing themselves to random people on the internet, the ranking system will be per user and will only display the percentage of users that they are ahead of and the points are only applied if they complete their workout routine and meet their dietary goals. The daily quest system will give the user personalized extra challenges that they can do within their workouts that won't impede or disrupt their main goals. These challenges could include 10 repetitions of push ups or running for 30 minutes, these examples are low level challenges with higher challenges demanding more depending on both the consistency and progression of the user.

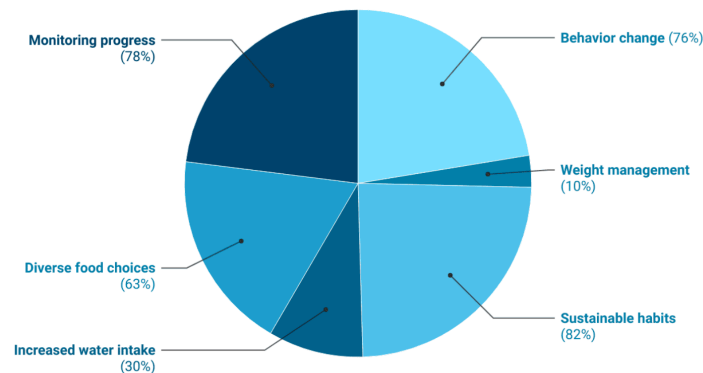
Below will be some graphs displaying relevant data



App usage through length of time

Impact of Diet and Nutrition Apps on Users

User in Percentage (%)



(Users in %)

Source: Market.us Media

Product Description

Routine Smith will be a mobile app that will aim to make working out easier all around. It will have 3 main features to assist in this process

1. An interactive 3D model of a human body that will give users the ability to select specific muscles and get workouts for that specific muscle.
2. A diet tracker/aid. The app will also feature a dietary aid that will be based on the selected workout routine and assist users in keeping a healthy diet that will ensure continued fitness and aid in muscle growth. It will also feature a selectable menu to select certain dietary restrictions so that the app will generate a diet that fits within those allowances.
(Note that the dietary aid is based on generalized data and may not be perfect for some people. Users should consult dietary professionals or a doctor if issues arise while on the Routine Smith Diet).
3. A fitness checklist. A checklist that will organize everything needed for a selected fitness program; this will include the selected fitness routine and diet along with any extra necessary or optional aids.
4. Online leaderboard: The app will have an optional online leaderboard/ranked mode that allows users to compete with others on similar workout routines. There will also be a scheduling system that allows users to make a weekly schedule of when they will work out and if they follow their schedule they will gain extra points for doing so.
 - a. Users will have 1-2 off days per week. However, if a medical issue arises that prevents the user from working they will be able to report the issue to the app and gain extra days off for the duration of healing and recovery.

5. Daily Challenges: will be available for extra points and will usually be a workout for a different area than the selected workout routine. Daily challenges can also be done on “off days” for extra points or during extended breaks.
6. Deals: The app will use sponsorships to get various deals like “Use code RS25 at checkout for 15% off!”, or deals on memberships at various gyms.

Monetization:

Routine Smith will be a free app but will include noninvasive ads and sponsorships. The app will also feature a one time purchase to remove ads entirely as well as a donation system.

Possible Issues and Counter Arguments

Monitization: The app relies mainly on ad revenue and sponsors with possible assistance from donations or the one time remove adds purchase. This could hurt the app in the beginning whilst it has a smaller following and is not well known enough to secure any major sponsors or advertisers.

Dietary aid: The aid is not directly backed by professionals and is instead based on generalized research and requirements for specific weight groups and workout routines. People greatly vary between each other and just because one diet is good for one person does not mean it will work for another.

Conclusion and Recommendations

The biggest challenge in solving this problem is the lack of a solution. For years, the lack of a user-friendly fitness/body-planning app has plagued users. Our product, with its streamlined interface and features like full-body muscle mapping, precisely addresses this pain point. It allows users to regain a clear understanding of their bodies and the power to make choices even during their busy schedules. We have opened the door to their body information, and through this door, the future of health and well-being for our platform users is just around the corner. Therefore, we and our partners will immediately initiate the next phase of development of this app to quickly transform these benefits into reality.

Appendix

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