

UWAFTSubmission_TASK6.2_GROUP_LETTER_SCHOOL_2024

Our fitness app is targeted to people that are just starting to enter the world of fitness. When people are first introduced into the world of fitness, people tend to be sluggish and not properly train their body needs. Anytime they are trying to train their body, some apps won't accommodate their body, or would just provide/display the wrong type of information. When apps don't properly care for beginners, people can easily lose their motivation and stop working out in general. More fitness apps have been created but they have not evolved the advanced technology we have in today's time. Since there is no advancement with the app, consumers can not have proper information. With misleading information consumers can seriously injure themselves because their workout routine was not accustomed to their body. If a consumer hurts themselves based on an app's information, it will look bad for the company and look bad for the other consumers that have purchased that app hoping it will cause a difference while trying to reach their personal goal. Our product (app) provides different functions and acts as your own personal trainer. Creating a personalized routine depending on users body type and users personal goal that they prefer to focus on (ex.some consumers would prefer to focus on losing belly fat, while others could have goals of building body muscles/ body mass). With the app being able to customize itself to the user's personal goal, they can have a proper trained workout that will also be fun for the user. This app has many different functions. Some of these functions include having a diet tracking button, workout plan, a personal streak, and a personal calendar. Our app will also have a text to speech like a podcast ready to the visibly blind, therefore they are able to workout under the advice of professional trainers. Also providing to users from different locations, it can be customized to different languages that the user speaks. With many functions incorporated in a simple UX design, the users can understand the information that they are processing and are able to find certain functions. Each function has a different basic symbol that each function represents, making it easier if a consumer wants to reach just a certain part of the app. Investors will invest into our products due to our board advaliabitly to people around the world. With our app personalizing people's interest and desires it will provide motivation and more consumers to purchase our product. If more consumers are interested in our app they will be able to share the news about this app to different people letting the word spread around.