App „UniFit"

Team: K412

Target audience

Demographic indicators

The chosen target audience is Lithuanian students, aged between 18 and 29.

Desires and expectations

The target audience is interested in seeing gamified elements in the app, as well as useful features such as calorie and step counters.

Social status

The majority of students (47%) are employed, while a smaller proportion are simply studying (29%) or on an academic break (19%).

Physical activity

Even 73% of the target audience is physically active, while the rest are the opposite.

App features

Steps counter

Daily, weekly, monthly challenges

Tournament table

Calorie calculator

Streaks and Hot zones

Prize selection and collection

UNIFIT

Playful elements

Streak
App users will be able to collect "streaks" for staying consistent.

Hot zones
Users will be able to walk in certain areas marked on the map - red zones - to earn extra points.
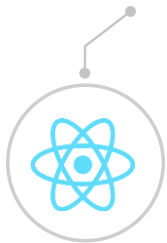
Challenges
After receiving a daily, weekly or monthly challenge, a user will be required to complete a task to earn points.

Technology stack

Typescript
Strict Javascript for better structured code

React Native
Framework to build mobile apps

Expo
Open-source framework to run mobile apps

Firebase
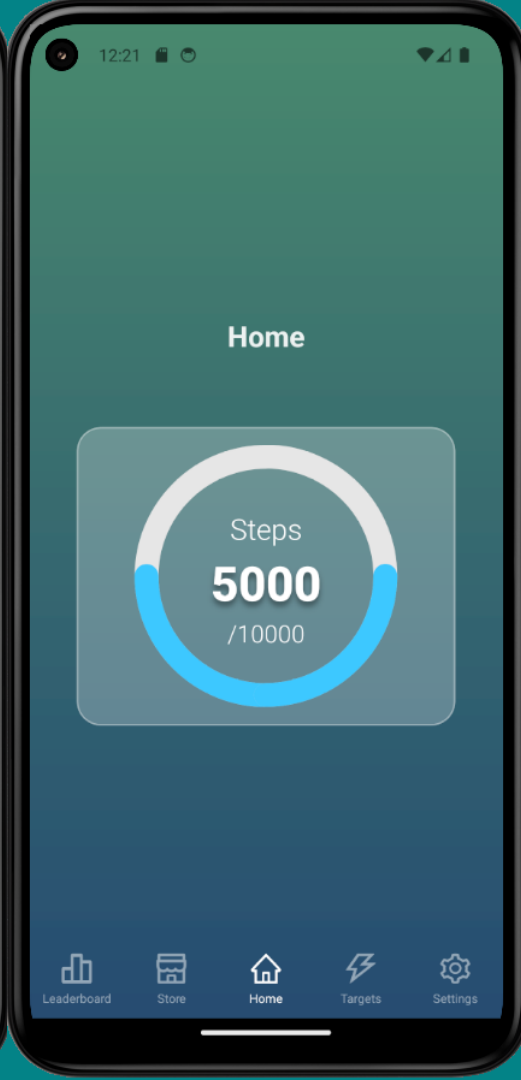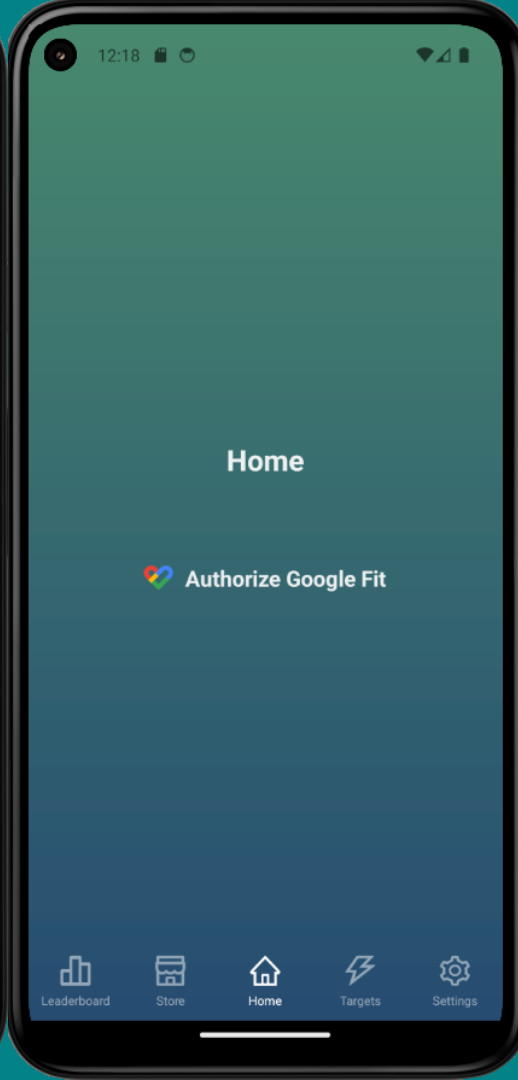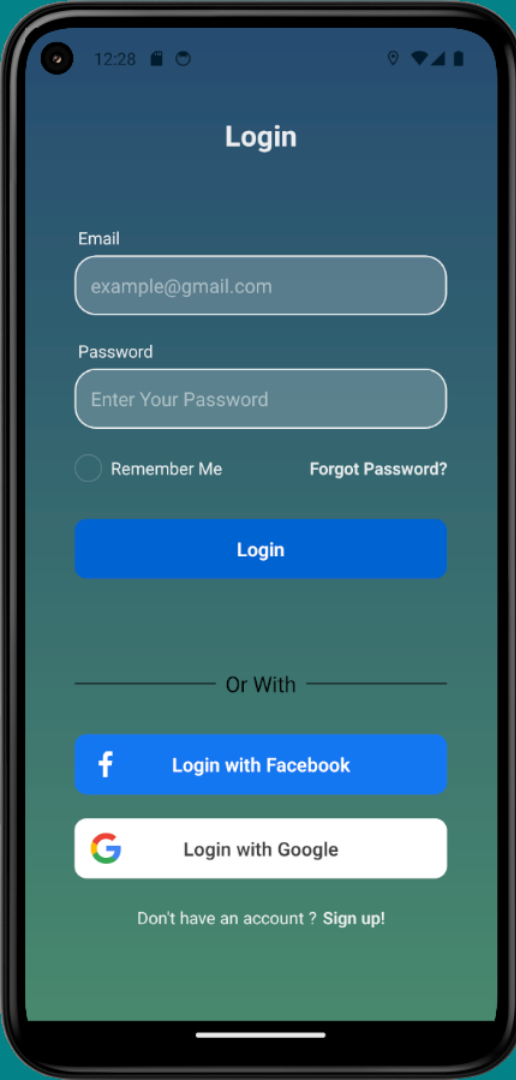Backend cloud computing service

Google Fit
API for collecting health information data

Google Maps
API for collecting location data

Demo (1)

Demo (2)