MOBILE APP "UNIFIT"

Team: K412

Team members:

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UNIFIT

PROBLEMS AND GOALS

Problem

Students spending their free time passively

Goal

Motivate Lithuanian students to move more

Tasks

Create a functioning app

Gamify active free time

Reward users for walking

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MACRO ENVIRONMENTAL ANALYSIS

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Political

The protection of user data and its management is taken into account, therefore the app should ensure the protection of user data and it should meet the legal requirements of the state. Also, it should provide clear information related to the collected data.

Economical

The possibilities of combining students studies and work are taken into account. Since students work hard to be financially independent, sacrifice their strength and health, it is important that the mobile app being developed is free and helps students fight fatigue and health problems.

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USER VOICE ANALYSIS

49,6%
Spend their free time actively

72,2%
Uses mobile apps to track physical activity

76,5%
Would like to track their progress in the app

62,6%
Want the app to have game elements

81,7%
Said that material prizes would encourage them to walk

Finacial analysis

Net profit after 1 year is about 2424 €.
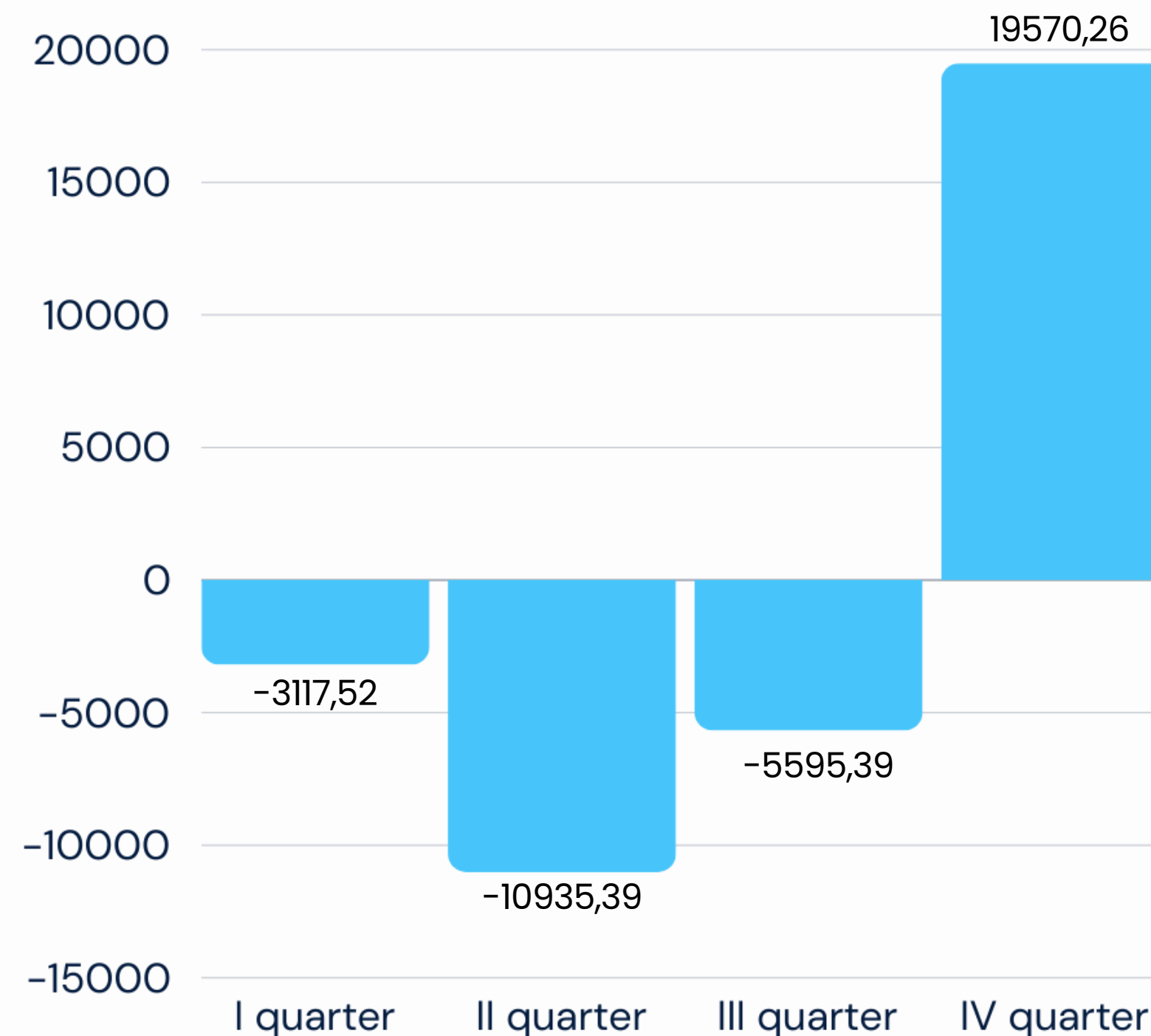
Net profitability

-42%
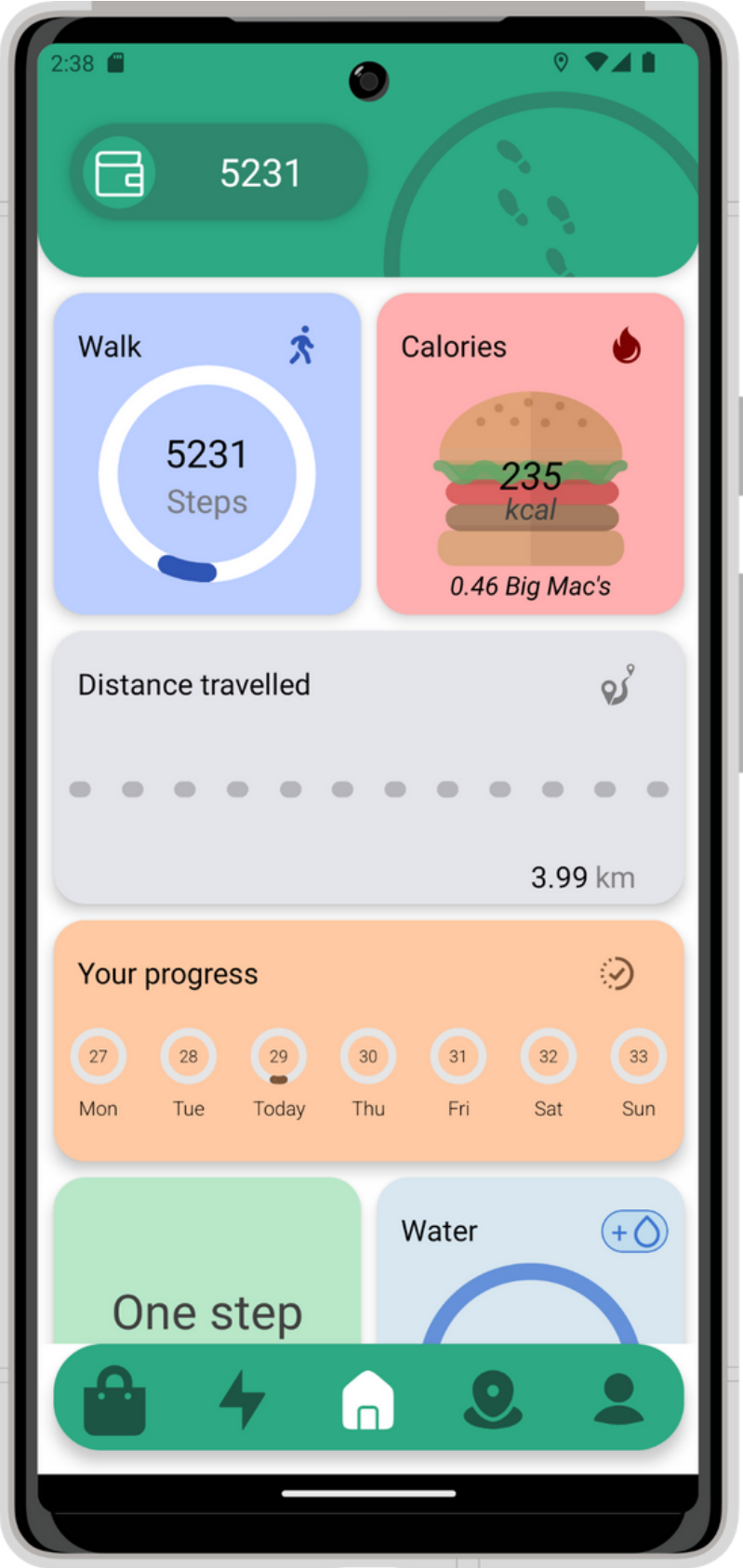
I quarter

-367%

II quarter

-95%

III quarter

67%

IV quarter

APP FEATURES

Steps counter

Hot zones and Blitz missions

Calorie calculator

Prize/point system

PLAYFUL ELEMENTS

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Interactive UI
App has a playful and funny UI.

Hot zones
Users will be able to walk in certain areas marked on the map - red zones - to earn extra points.
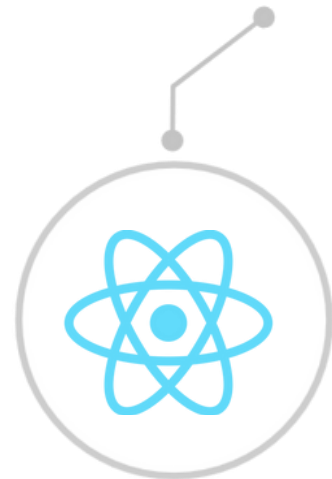
Blitz missions
Daily missions for all users, who finishes the mission fastest wins points.

TECHNOLOGY STACK

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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 Maps

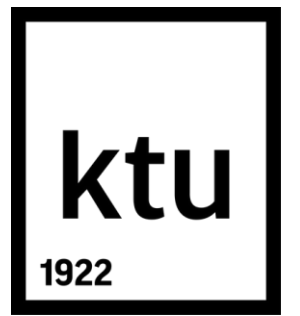**Google Maps**

API for collecting location data

Demo

THANK YOU!