
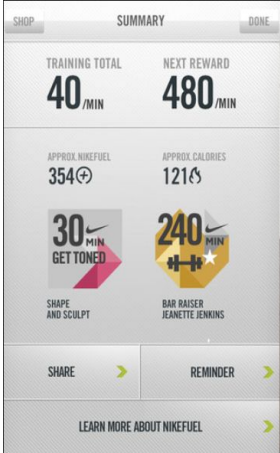
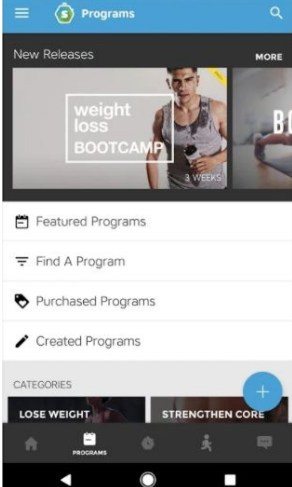
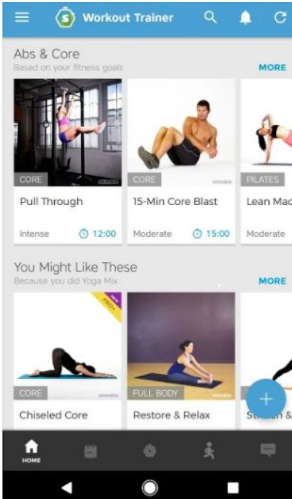


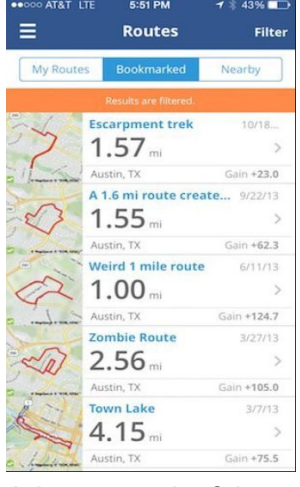
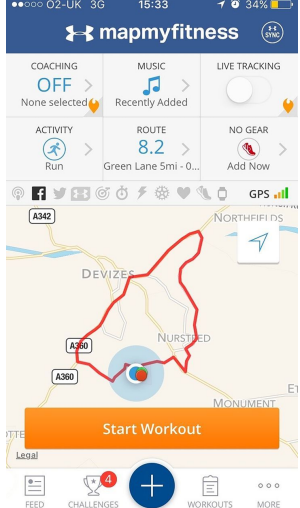


Features: calendar integration, social media (posting to facebook, twitter, instagram), progress tracking (pictures, write in), tutorials, diagrams, workout suggestions (beginner, intermediate, expert, etc), location on (gym check-in only if user is in gym; can see others in gym), forum

Strength, Weaknesses, and Opportunities

	Competitor 1: Nike+ Training Club	Competitor 2: Workout Trainer	Competitor 3: Moves	Competitor 4: Map my Fitness
Screenshots	 <p>-the app shows the user step by step tutorials; thus helping beginners stay motivated through their workouts</p>  <p>-After a workout, the app lets you know what you achieved via GUI, this helps the user see their actual progress</p>	 <p>-the app focuses on suggesting categories that pertain to the user's interest. At the bottom, there is a "lose weight" and "strengthen core" section</p>  <p>-the app provides recommendations based on the user's goals</p>	 <p>-It keeps track of what type of movement you made throughout the day. This is great because the app does all the logging for the user</p>  <p>-Has a calendar feature that allows the user to see how much progress they have done that month. Good way using visuals to showcase progress</p>	 <p>-It keeps track of the routes the person has used while running so they can use it again.</p>  <p>-On the lower bar, a "challenge" and "feed" buttons are visible. This is great to help users stay motivated through social media</p>

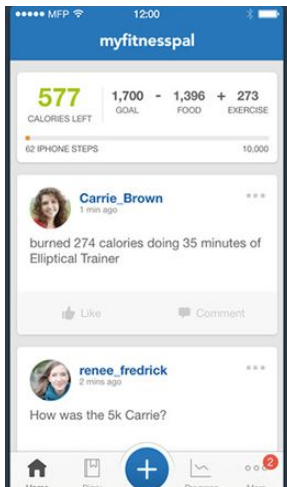
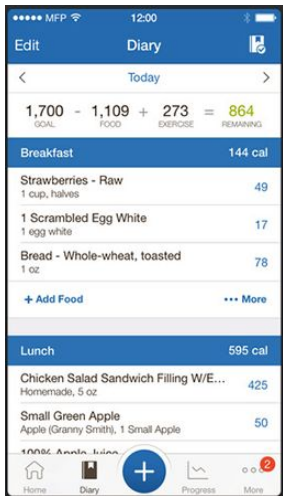
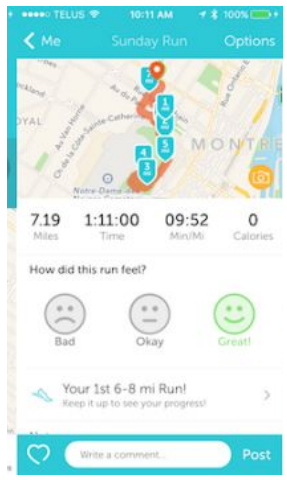
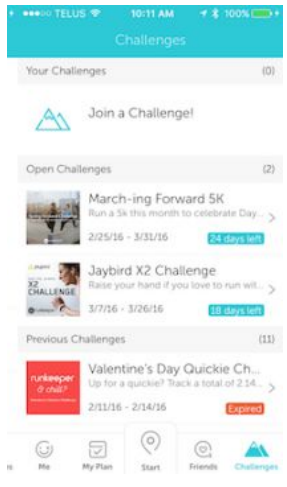



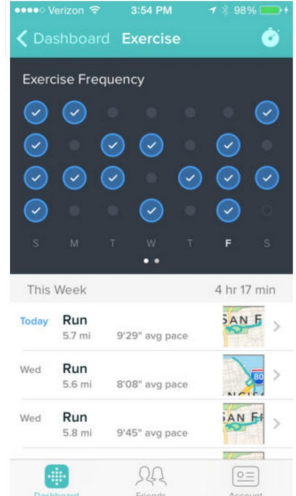
Strengths

What are their advantages?	<ul style="list-style-type: none"> -160+ free workouts all of kinds and all levels of athleticism -personalized plans according to body type -recommendations based on individual routines -record all activities -sync with google fit 	<ul style="list-style-type: none"> -get video and photo tutorials of all types of exercises from expert coaches that go step-by-step -adjustable difficulty levels for inclusion of users -allows to pair app with smartwatch and bluetooth heart rate monitor for heart rate feedback -Receive performance analysis right after working out 	<ul style="list-style-type: none"> -It automatically records any movement activity (walking, cycling, running) - saves the places you were and keeps a timeline of your day - has step counter -you can sync data from other apps 	<ul style="list-style-type: none"> -600+ workout catalog that you can log into the app -customizable stats for running workout. GPS and audio feedback is also included -you can pair your running shoes with the app, and other devices like fitbits -activity feed that allows you to connect social media with the app -user can have fitness challenges with people on the app
What are their core competencies?	<ul style="list-style-type: none"> -their variety of workouts -personalization and variety of exercises 	<ul style="list-style-type: none"> - their variety of workouts -customizable training programs as well as recommendations based on your performance or goals (ie. losing weight) 	<ul style="list-style-type: none"> -The app is good at determining what type of activity the user does and categorizing it. (ie. if someone is walking in counts it as walking and if the person later jogs it counts it as a separate activity) 	<ul style="list-style-type: none"> -their variety of workouts -running activities are customizable and activity is trackable -integration of social media
What are they doing well?	<ul style="list-style-type: none"> -they allow modifications so the user feels comfortable with their workout -coherent instructions to help the user do the exercise correctly 	<ul style="list-style-type: none"> -they allow modifications so the user feels comfortable with workouts -simple instructions to help the user do the exercise correctly -allowing users to pair the app with smartwatches and heart monitors 	<ul style="list-style-type: none"> -detecting the different types of workouts (cycling, walking, running) - having a readable timeline that the user can access to see progress 	<ul style="list-style-type: none"> -gps tracking, voice feedback, and customizable stats for running activities -allowing users to pair the app with a variety of tech gear like fitbits -mostly positive feedback about the overall interface usability
Weaknesses				
What areas are they avoiding?	<ul style="list-style-type: none"> -Lots of complaints from users facing problems downloading sample exercises or accessing the workout library 	<ul style="list-style-type: none"> -barely have any actual logging of each workout done, making it hard to track progress -zero social media aspect on the app, 	<ul style="list-style-type: none"> -they don't provide actual help on exercises and it focuses primarily on basic activities like walking - there is problems 	<ul style="list-style-type: none"> -they don't provide actual help on exercises and it focuses primarily on running -lifelogging information is synced through

	<ul style="list-style-type: none"> -The user can't give direct feedback about the workout they were suggested. They have to follow a number of steps -Difficulty deleting workouts the user didn't finish -zero social media aspect on the app, meaning that the users can't rely on the app for motivation 	meaning that the users can't rely on the app for motivation	<ul style="list-style-type: none"> with the software itself that have not been fixed by the developers, such as battery usage -Doesn't really show how the user is benefitting from their daily movements (ie. no calories-burned count) -zero social media aspect on the app, meaning that the users can't rely on the app for motivation 	Facebook, which may bring forth issues with user privacy
What are they doing poorly?	<ul style="list-style-type: none"> -not handling complaints such as not being able to make the workout full screen anymore, which deters workout experience -integrating social aspects of the app 	<ul style="list-style-type: none"> -Not including videos of featured workouts which may help many users who learn better visually -little integration of lifelogging which could help the user track their fitness journey 	<ul style="list-style-type: none"> -No step counter when using the app for walking -Represents physical activities inaccurately at times 	-Not finding a better way to include apps and services (lots of interrupting ads for the free version)
What does need improvements?	<ul style="list-style-type: none"> -Unrealistic workout suggestions -Paying attention to customer complaints about the new display 	<ul style="list-style-type: none"> -more integration of lifelogging -pairing with more gear than just smartwatches 	<ul style="list-style-type: none"> -gps tracking interface can be cumbersome - a way to better sync data from other apps like, health on iphones. 	-Finding a better way to include ads that don't deter the user's fitness journey
Opportunities				
What are their beneficial trends?	<ul style="list-style-type: none"> -personalization of workout -variety of exercises -tutorials for all levels of athletes 	<ul style="list-style-type: none"> -personalization of workout -variety of exercises -tutorials for all levels of athletes - Workout feedback about the user heart rate and calories burned 	<ul style="list-style-type: none"> -logs all day movement, so even if you are not in the gym it is taking into account how much you walk -use of timeline to track progress 	<ul style="list-style-type: none"> -customizable voice feedback for running -use of stats to track progress -use of social media to create a sense of community that inspires users to stay active
What niches are they missing?	<ul style="list-style-type: none"> -Better way of logging progress. Written isn't necessarily the best way to showcase improvement. -Modification or customization of workouts 	<ul style="list-style-type: none"> -Better way of keeping track of progress. They don't really provide a way to look back at the progress of the user, besides the stats at the end of the workout 	<ul style="list-style-type: none"> -Better way to make sure that the steps are being counted correctly - A written down log that goes with the visualization of the timeline in the interface. The user 	<ul style="list-style-type: none"> -Although the app is advertised as friendly towards all levels of athleticism, it doesn't really provide tutorials -Lack of customizable routines


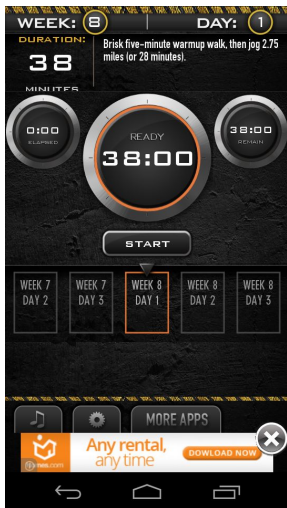
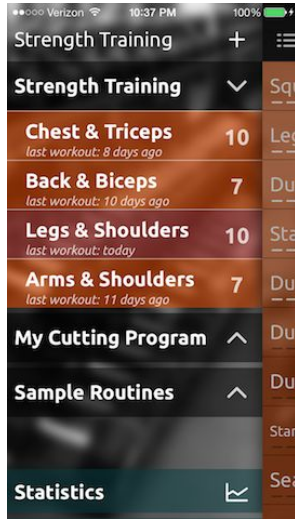


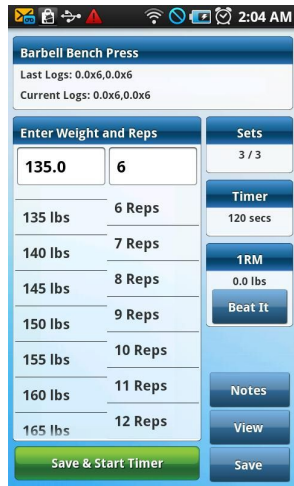
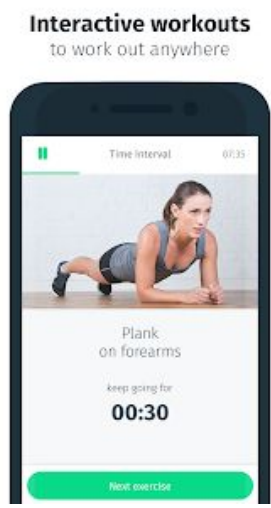
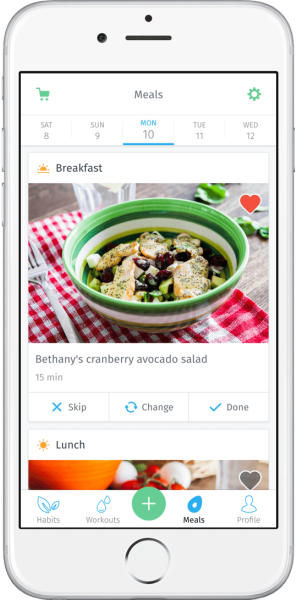
			doesn't really know how much their movements helped their fitness journey/progress	
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Strength, Weaknesses, and Opportunities

	Competitor 5: MyFitnessPal	Competitor 6: RunKeeper	Competitor 7: Zombies, Run!	Competitor 8: Fitbit
Screenshots	 <p>-This app has a social media aspect and you can show what you just did on each workout</p>  <p>-This app allows you to also track your calories as well</p>	 <p>-This app tracks down your run and saves them</p>  <p>-This app has a challenge page where you can challenge yourself to stay motivated</p>	 <p>-This app is also a game to motivate you to run more</p>  <p>-This app shows you your time, pace, and items that you can collect</p>	 <p>-This app keeps track of calories burned, miles, and steps along with a bunch of other stuff</p>  <p>-You have a calendar style which shows you how many exercises you have done</p>

What are their advantages?	<ul style="list-style-type: none"> -There app is set up as a community so that everyone can motivate each other -More than 350 exercises stored -Also has a calorie counter -It has a great flexibility aspect to ensure everyone can use the app to their needs 	<ul style="list-style-type: none"> -Portable tracking for running -Has a runners feed to keep friends updated on runs -Has a challenge page -Can see back past runs -Integrates with spotify 	<ul style="list-style-type: none"> -Is a functional game to allow players/runners to feel rewarded -Can select music, mission, and many customizable options 	<ul style="list-style-type: none"> -Can use the app with a wearable item -Good tracking system -Able to send messages
What are their core competencies?	<ul style="list-style-type: none"> -The calorie counter and social media aspect is such a great feature 	<ul style="list-style-type: none"> -They usually keep updated with the latest API's 	<ul style="list-style-type: none"> -When a "zombie chase" happens they make you speed up 	<ul style="list-style-type: none"> - Having a wearable item
What are they doing well?	<ul style="list-style-type: none"> -The fact that you can connect through facebook and share your workouts is a huge plus 	<ul style="list-style-type: none"> -Features audio cues to relay running pace, distance, and time -Syncs music playlists with app 	<ul style="list-style-type: none"> -A full story mode and updating it to ensure you never get bored 	<ul style="list-style-type: none"> -Functional and reliable product
Weaknesses				
What areas are they avoiding?	<ul style="list-style-type: none"> -This is only a mobile app and can't access it through the computer 	<ul style="list-style-type: none"> -Are not consistent in updating their web version with their app version -No way to see total miles for week or month 	<ul style="list-style-type: none"> -Not allowing out off app integration with music 	<ul style="list-style-type: none"> -Customer Service
What are they doing poorly?	<ul style="list-style-type: none"> -Updating their app -Some people argue that calorie counting is not a healthy way to keep track 	<ul style="list-style-type: none"> -Huge data hog, and i you turn off the data then theres an error 	<ul style="list-style-type: none"> -The UI could be very updated, feels primitive 	<ul style="list-style-type: none"> -Not accounting for user complaints regarding interface issues
What does need improvements?	<ul style="list-style-type: none"> -Their updating ability is their biggest issue -App doesn't work well in bad signal areas 	<ul style="list-style-type: none"> -The data seems to be the worst thing about this app 	<ul style="list-style-type: none"> -Visuals (UI) -Have a better free to play version for new users perhaps looking to subscribe 	<ul style="list-style-type: none"> -Many users complain about the interface not showing time (clock feature)
Opportunities				
What are their beneficial trends?	<ul style="list-style-type: none"> -That they can use social media to motivate others 	<ul style="list-style-type: none"> -Have a bunch of trainer plans -Integrating other apps 	<ul style="list-style-type: none"> -Is a motivational game 	<ul style="list-style-type: none"> -Wearable technology
What niches are they missing?	<ul style="list-style-type: none"> -Updating more 	<ul style="list-style-type: none"> -A better way to maintain data 	<ul style="list-style-type: none"> -Have a social media aspect involved 	<ul style="list-style-type: none"> -A good social media aspect

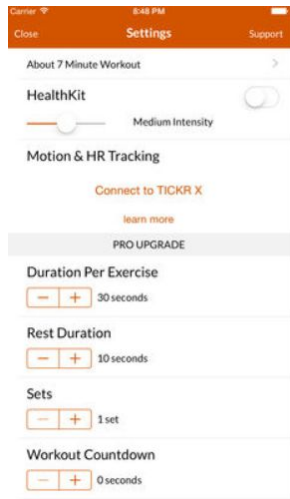
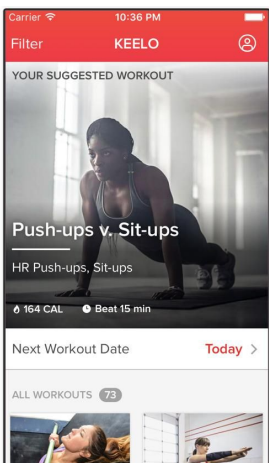
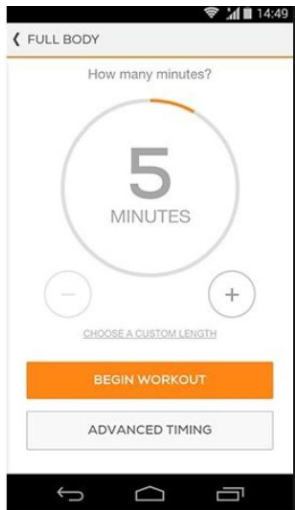
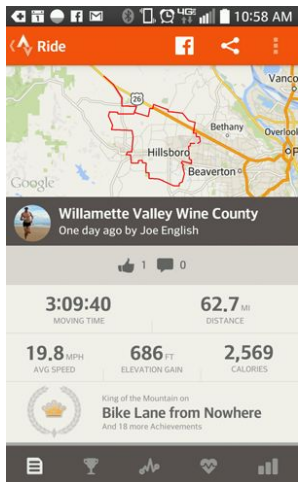
Strength, Weaknesses, and Opportunities

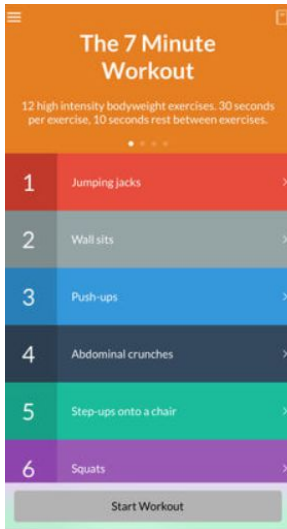
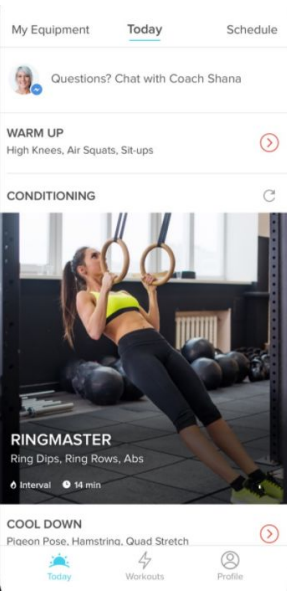
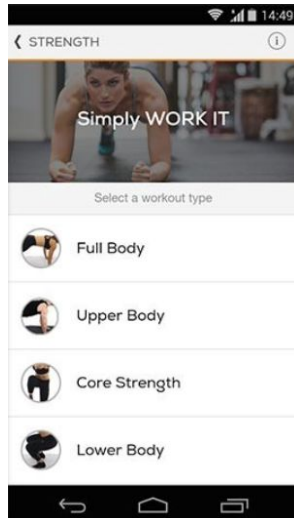
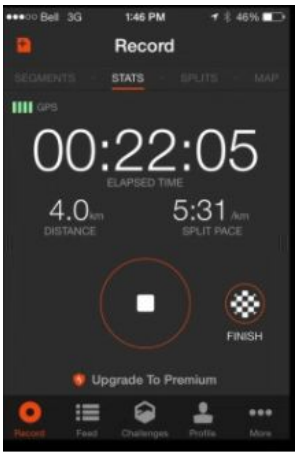
	Competitor 9: C25K	Competitor 10: Fitted Lifts	Competitor 11: JEFIT	Competitor 12: 8fit
Screenshots	<p>-This application is programmed for unexperienced runners who want to start getting healthy.</p>  <p>- C25K is supposed to stand for couch to 5k. Solely reaching out to users who do not exercise often.</p> 	<p>-This application is a workout log application specifically for bodybuilding and weight training.</p>  <p>- Users can create fully customized routines to fit their fitness goals</p> 	<p>-This application is a workout tracker, weight training and gym planner all comprised into one program.</p>  <p>- Users can track their progress, set a workout schedule / routine and explore different workout routines.</p> 	<p>-This application is used for workout routines and also can be used as a healthy meal planner.</p>  <p>-Users can access meal recipes as well as workout routines.</p> 
What are their advantages?	<p>-Compatible with Spotify, Pandora and other music apps.</p> <p>-Compatible with Nike+ and GPS</p> <p>-Works while the</p>	<p>-Create workout routines and have the ability to change which workout routines you want to try and execute.</p>	<p>- Offers many different workout routines and levels to choose from (beginner programs, advanced programs,</p>	<p>-Provides a step-by-step guide that can be used by beginners to advanced fitness enthusiasts, this guide</p>

	device is locked. - Tracks calories and distance - Partners with the MyFitnessPal for those who have an account with that application as well. - Integrated with social media to build a fitness community (Facebook & Twitter etc.)	- Gives the users statistics that track how well the user is executing the exercise. - The application gives the user timers for every workout.	trainer programs, bodyweight training etc.) - You can access the application from both your phone and your desktop computers. - There are videos to show you how workouts are done.	shows you where you stand in your fitness journey. - From this guide it customizes workouts and routines for the user. - This application is meant to be used as a part of your daily life.
What are their core competencies?	- Great for beginners and people who do not work out often. - The interface is adaptable	- Solely for those who want to do weight training - Great for those who cannot keep count of their weight reps during their workout routine.	- The application touches basis on everything that a user would need for their fitness routine. - This serves as a journal or a planner for your fitness journey.	- The option of gaining an overall healthy lifestyle with both fitness and food, providing a more well rounded platform to be healthy.
What are they doing well?	- They are doing a good job of catering a basic everyday person needs in a fitness application. Nothing is difficult about understanding the interface.	- The interface allows users to track and facilitate their workouts	- They are keeping customers happy by accurately tracking progress. - Provides users with a variety of workouts to choose from.	- Providing users with healthy but delicious recipes. - The accessibility in which users can carry out their workouts.
Weaknesses				
What areas are they avoiding?	- This application is for the basics of the basics therefore they do not cater to more trained athletes / people who work out often.	- This application only focuses on weight training so if you are not exposed to what that is this application might be a little advanced.	- They lack compatibility with outside applications such as Apple Health.	- They are skimping out on the meal plan aspect of things and does not give the user any choice in its meal suggestions.
What are they doing poorly?	- The performance apparently is inconsistent. Meaning the way the application tracks your movement is not quite accurate.	- Some of the users are frustrated with the fact that you have to choose preset workouts. And if you want to create your own it creates a pop up that says "see a trainer / professional" which essentially defeats the purpose.	- Recently many of the users logs have gotten deleted cause frustration. - The customer service is lacking by not following users request to not delete their previous logs.	- The membership option makes the application more expensive and luxurious but it is not that much different.
What does need		-The consistency at	-Users want to see	-Synchronization

improvements?	-Does not record dates of repeated workouts -Overwrites previous workout if repeated (instead of keeping both logs)	which the workouts are saved is inconsistent which makes users frustrated when using the application.	tools that allow them to see their previous workout routines and for the application to be a little more convenient.	problems in the interface (i.e. integrating music and workout)
Opportunities				
What are their beneficial trends?	-Users like it because it is usually for them. People who do not work out as often.	-A unique application that targets weight training specifically.	-A versatile tool that targets all areas of a work out.	-An effective tool that can be used to achieve an overall healthy lifestyle.
What niches are they missing?	-They are missing the higher level intense workouts for those who need that option.	-They are missing sections for beginners and the custom create your own workout is complex to the first time user.	-The area of customer service needs to be improved but besides this complaint most users love the tools the application provides.	-They are missing aspects that make it customizable for the user. The meal plan suggestions should be better.

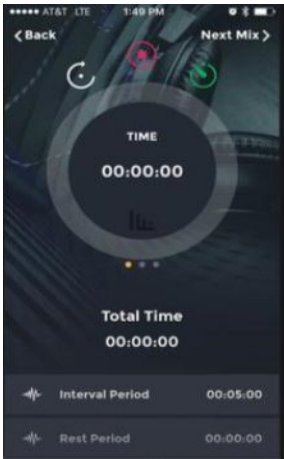
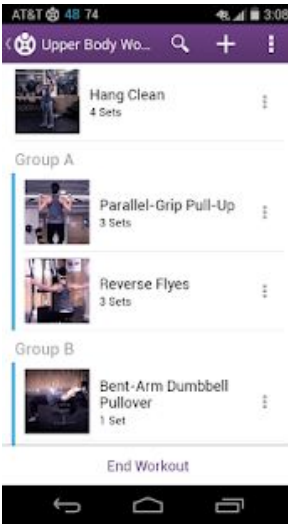
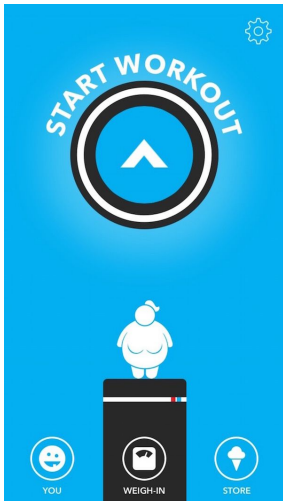

Strength, Weaknesses, and Opportunities

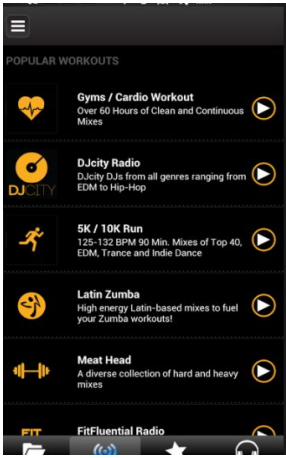


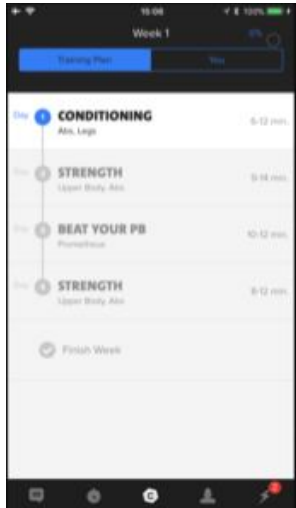
	Competitor 13: Johnson & Johnson Official 7 Minute Workout App	Competitor 14: Keelo	Competitor 15: Sworkit	Competitor 16: Strava Running & Cycling
Screenshots	 <p>-This app keeps track of motion as a way to give the user a sense of progress</p>	 <p>-The app suggests workouts tailored to the user's needs and goals</p>	 <p>-The app has an adaptable interface that allows the user to customize the workout time</p>	 <p>-The app provides a visual interface of the routes used by the user to give them a sense of the progress they're making</p>

	 <p>-the time limit helps the user have a sense of accomplishment; plus there is a variety of workouts</p>	 <p>-The app creates tailored workouts with from beginning to end, and allows the user to be in contact with the trainer chosen for them.</p>	 <p>-The app allows the user to pick which category they want to focus on. This is good since the user gets the most usability out of the app</p>	 <p>-the app permits fitness challenges between users which help keeping them motivated through their fitness journey</p>
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What are their advantages?	The advantage to the Johnson and Johnson app is that they offer a quick workout alternative	Keelo specializes in high intensity workouts and has an appealing UI	SworKit prides themselves in having top notch organization for their users.	Strava Running Not only gives accurate measurements for runners but uses the accelerometer and adjusts to cyclists needs as well.
What are their core competencies?	Their core competencies include their tailored workout program for people with a busy schedule.	They specialize in their high intensity workouts for people who really want to be sore in the morning.	Their UI is organized because of how well they	They have a very accurate accelerometer reader
What are they doing well?	Their design is very loud and helps you stay in the workout	Their workouts are highly rated from the user reviews	They have a good following with over 1000 downloads	They have onboard GPS support
Weaknesses				
What areas are they avoiding?	They are avoiding the big name bodybuilder stakeholder.	They are avoiding the casual person that wants to work out on their free time.	They are avoiding being an elitist brand and want to be accessible by all	They are avoiding complex user systems and want a streamlined homepage.
What are they doing poorly?	They aren't expanding to hardcore athletes and	They don't update very frequently	The UI is cluttered and the font is too small.	The audio cues are low on the app.

	bodybuilders			
What does need improvements?	They need to cater to a wider range of people, the app and service is way too niche	Updating interface more frequently	Redesign the UI	Requires other services which many users complained about not having, defeating the purpose of the product
Opportunities				
What are their beneficial trends?	They have a good branding and can get a large amount of downloads because of their dependability.	Images, tutorials, and diagrams on how to lift sets them apart.	They are an app specifically for people who do not go to the gym. People can use this app in the comfort of their own home	Good image and branding and can get a large amount of downloads because of their dependability.
What niches are they missing?	They are too niche for the stakeholder group they are presenting.	They are missing the higher level intense workouts for those who need that option.	Everyone who goes to the gym. Mainly body weight so they are limited only to that.	They are limited to only cardio.

Strength, Weaknesses, and Opportunities				
	Competitor 17: Fit Radio	Competitor 18: Fitocracy	Competitor 19: CARROT Fit	Competitor 20: Freeletics BodyWeight
Screenshots	 <p>-The application gives the user customization of the length of the workout; thus improving the UX</p>	 <p>-This application is a workout tracker and also serves as a community for those who need motivation in their fitness journey.</p>	 <p>-This app has a simple UI and makes working out simple</p>	

	 <p>-The app includes a variety of genres to appeal to all types of users</p>	 <p>-the app has calendar integration to provide the user with goal tracking, thus allowing them to see their progress</p>	 <p>-This app has such a straightforward UI</p>	 <p>Simple design. Not too cluttered. Big pictures.</p>
What are their advantages?	<ul style="list-style-type: none"> -Large catalog of different workouts -24+ workouts with tutorials -Your trainer suggests a fitting playlist for that person's workout - 150+ music mixes each month -pairs workout with your favorite music or your BPM -Share workouts with friends 	<ul style="list-style-type: none"> -Users can keep track of their workouts through the tools provided on the application -Has a points system, making an incentive for users to workout more and level up. -Has a community of other users and users can connect with another as a form of motivation. 	<ul style="list-style-type: none"> -Uses comical mini games to train the user, and if they do well, they will receive rewards -User can set reminders -keeps log of all the workouts in term of steps taken, weight loss chart, and calendars -User can pair the app with apple's health app and it can use monitored data from other apps such as healthkit 	<ul style="list-style-type: none"> -Simplicity (suggests workouts for a user to do) -keeps track of workouts and the different aspects of the workout (exercises, reps, weight, duration, etc) -User can set reminders
What are their core competencies?	<ul style="list-style-type: none"> -tutorials to support various levels of athleticism -usage of personalized music mixes as a motivator for the user 	<ul style="list-style-type: none"> -use of gamification as way to motivate user to stay on track -use of gamification to create a sense of community. It has an in-app social forum 	<ul style="list-style-type: none"> -use of gamification and sense of humor to alleviate the hardships of working out and keep the user interested -provides various ways to organize your workouts throughout the day 	<ul style="list-style-type: none"> -tutorials to support various levels of athleticism -Shows users what to do using pictures as well
What are they doing well?	<ul style="list-style-type: none"> -They provide coaching for the user that is coherent -Using media, like music, to keep the 	<ul style="list-style-type: none"> -They help the users have a more positive outlook on working out through games, challenges, and 	<ul style="list-style-type: none"> -They help users have a more positive way of seeing exercising through its jokes, games, and 	<ul style="list-style-type: none"> -They help their users to stay motivated using a variety of reminders and messages to

	user motivated to workout -Use of social media as a motivator for the user since they can share their journey with others	quests -Use of social media as a motivator for the user since they can share their journey with others and find people with the same fitness goals	challenges -Using data from other apps to improve the outcome of the plans for the user	keep them exercising -Storing data in a way a user can access and store it properly
Weaknesses				
What areas are they avoiding?	-not addressing user complaints -little integration of lifelogging; could help the user track their fitness journey	-little to no coaching/tutorials for various exercises -small catalog of exercises	-little to no coaching/tutorials for various exercises -There is no integration of the social aspect of the app; which could help users find other people with the same interests	-Not connecting to social media or providing a social aspect to their app -not too much integration with lifelogging
What are they doing poorly?	-Setup can be slow -Very little logging, which could affect the way the user perceives their progress	-Not addressing UI issues (i.e. startup screen) -Lots of issues; users logging their workout of the day; leading to inconsistency in progress tracking	-Considering novice level users who do not have much knowledge of working out -Provides little value regarding feedback and results	-Accounting for beginner level users who do not have accessories the app depends on at times -App is not very adaptable; users need to learn workouts on their own
What does need improvements?	-more customizability of the workouts -interfaces that show the users progress	-more variety of workouts -more customizability of the workouts -app stability while navigating through UI	-More variety of workouts -Perhaps, addition of tutorials for complete beginners to account for learning curve	-Longer workouts; not just 10-30 minutes -More variety in workouts
Opportunities				
What are their beneficial trends?	-use of music and social media as motivators for the user -variety of workouts -inclusion of various levels of athleticism	-use of gamification as motivators for the user -use of social media as a way to create a sense of community for the app's users	-use of gamification as motivators for the user - use of comedy as a way to alleviate feelings of stress during the workout	-good for people who workout at home and use only bodyweight -motivation for the user to keep working out
What niches are they missing?	-more integration of the lifelogging to track progress	-more variety in their exercise catalog	-more variety in their catalog and addition of tutorials	-People who go to the gym