Workout Manager

Document D1

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Subject: PDA
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Year: 2017

Project Summary

Problem

We are solving the problem of "first step" on the way to start regular workouts at gym. The application will provide essential exercises divided into days and will help users make & track a progress along the way.

After a couple of interviews, we have found out that many people who are results oriented use currently some kind of external tool for tracking their progress — Microsoft Excel or other kind of spreadsheets.

Target group are the people who go to the gym on regular bases and want to make & track progress easily as well as people who want to start going to the gym on regular bases and they are totally new to the gym.

The minimum viable product of this idea will help us better understand the market of workout mobile application out there as well prepare great environment for further improvements, adding features that will be discussed later etc.

Success Criteria

We, as a team, will be satisfied, once we will have useful application that we can put on Apple App Store and use on daily bases for our own prosperity. Other key performance indicators may include:
- **Number of downloads** — 1,000+ downloads after first 6 months
- **Engagement** — 20% of users will use our application every week
- **Happiness** — 4-star or more App Store score

Team

Our team consists of 2 people:
- **Marek Dlugos** — with background in product & design
- **Rail Chamidullin** — with background in Swift programming

We track the progress of development in Github repository.

Problem Analyses

In each problem, we estimate when it will be implemented. In first version, we will focus on basic features / main idea.

Problem: Lack of records of exercises

Description: Usually people do not remember their training plan, at least for first couple of weeks, i.e. there is a problem to remember what to exercise, in which quantity and which weight. The simplest solution people use, is writing down their exercises in notes or Excel table.
Solution: The app will allow user to manage their exercises with all needed details
Version to implement: MVP (1.0)

Problem: Lack of versioning of records

Description: When people train for a long time they often wander what is their progress, e.g. how much weight they have been lifting a year ago or how big is increase in their weight lifting.
Solution: The app will store all records of exercises and present them to users.
Version to implement: MVP (1.0)

Problem: Making & tracking a progress

Description: People are more motivated to go to the gym on regular bases if they see that they are moving forward & making some progress. The problem they are facing as well nowadays is that they track their progress in spreadsheets that needs to be maintained over the time and can easily lead to errors.
Solution: The app will automatically, based on pre-set parameters, first tests & user accomplishments increase/decrease the weight load. These data will then translate into meaningful graphs and stats so users can simply see the progress that they have made.
Version to implement: MVP (1.0)

Problem: Lack of workout education

Description: We have all already came across with people in the gym who didn't really have a clue how to it. Those people we want to provide a help.
Solution: The app will contain by default 3 training plans with recommended exercises. Users will be able to edit them or completely delete. (we don't want large number of plans because it will cause a lack of simplicity)
Version to implement: MVP (1.0)

Secondary solution: The app will contain links on useful tutorials from external resources (YouTube videos, articles, etc.) based on the exercises that should be currently done.
Version to implement: Advanced version (2.0)

Problem: All the data synced in the cloud with user own account

Description: In today's world, our target group is very likely to change smartphones, platforms and wants to have an access to their data everywhere.

Solution: Creating the backend on the top of the app that will store and handle all the collected data with an option to provide these data to other client-side applications (web app, Android app, etc.).

Version to implement: Advanced version (2.0)

Market Research

There are a huge ton of mobile applications focusing on gym workouts but for this market research we have picked up the most promising ones and wrote down their pros & cons, number of installations and other notes.

Bold items mean features we would like to use and inspire of.

8fit by 8fit (1M+)

Pros:
- Short on boarding form with basic information (gender, age, goals, body fat, etc.) based on which the app create a customized training program
- Being able to choose from 3 different plan options (easy, medium hard)
- Nicely visualised workout session and videos of exercises

Cons:
- To access created customized training program the registration is required
- After first running want's my GPS location
- Free plan is without tailored workout plans and fully customized meal plans

Other:
- The app is forcing the user to set up the workout reminders
- All the workout plans have it's own (pretty short) duration
- All the exercises in the app doesn't need any equipment or gym
- Meal and sleep tracker with PRO version

Gym Workout Tracker & Trainer by Fitness22 (500k+)

Pros:
- Rich and interactive knowledge base with exercises (option to pick favourites)
- **Ability to create own workout plans or edit already existing workout plans**
- Workouts divided into categories by days they take per week

Cons:
- Too many workouts to choose from (starting to be overwhelming)
- No way how to communicate failures (only tracking accomplishments)
- Almost all the workouts are payed

Other:
- **Easy to start to use (no registration needed)**
- Well-handled freemium business model
- Hate banners promoting their other apps

JEFIT Workout Tracker Gym Log by Jefit Inc. (5M+)

Pros:
- Huge variety of workout plans and option to create own

Cons:
- Registration required after first running of the app
- Too many options after first sign in (high friction, overwhelming)
- Poorly designed workout plan descriptions, flows & interactions

Other:
- Very similar in the way what we want to do but at the same moment very poorly designed (hard to navigate, simple to lost)

Total Fitness - Gym & Workouts by [Total Fitness Blue Corner](#) (1M+)

Pros:
- **No registration needed to use the app**

Cons:
- After first opening no on boarding process or anything that would help to get started
- Can't see any option for tracking the progress of the training
- Hard to navigate and learn the new features

Other:
- Interesting feature of showing the motivational picture with quote
- Lot of other interesting features (variety of calculators — BMI, % fat, etc.)

Fitness & Bodybuilding by [VGFIT LLC](#) (5M+)

Pros:
- Great library of exercises

Cons:
- No function for suggesting a progression (the app allows user only to manually enter the repetitions and weight for each exercise)
- Poorly designed navigation and history of exercises
- Lack of engaging factors (found out great workout for me but there is no "start" or "subscribe" button)

Other:
- Nice organization of workout plans
- Bad in suggesting any next steps, etc.

Today by [Neybox Digital Ltd.](#)

Pros:
- Greatly made calendar view showing records.
- Design - users can choose picture on background of each activity.

Cons:
- Complicated orientation in the app. Most of views are made by swiping, so user is not sure where to find some features and user can be easily lost.

Other:
- Application focuses on different problems, e.g. activity tracking (it can be meditation, training - not the exercises, only record when to go to train etc.).

Conclusion

Depending on pros and cons of competitor apps our application will focus on simplicity. That means following points:

- Implemented key features - storing records of exercises and versioning them, recommending weight increase.
- Simple orientation - using mainly button, clearly marked places for swiping.
- 3 default training plans.

If first version will be successful we will implement second version depending on feedback from users. We see great possibilities of growing the app:

- Social networks integration.
- Saving user data in centred database. It will bring ability of using app on more devices with same data.

Storing other user data, e.g. weight, age, height, etc. It will bring ability of creating more powerful algorithm for recommending goals.