

Workout Manager

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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](#).

Stakeholders

- **David Bulko** — Slovak vice champion in fitness 2016, helpful with overall idea of application, best practices in workouts etc.
- **Ivo Maly** — professor of “Principles of mobile applications production” class that this project is part of.
- **Jiří Šebek** - professor of “Software design” class that this project is part of.

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 wonder 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 actually 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 preset 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 amount 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 of 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 onboarding 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 of the workouts are payed

Other:

- **Easy to start to use (no registration needed)**
- Pretty 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 onboarding 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 centered database. It will bring ability of using app on more devices or platforms sharing the same source of data.
- Storing other user data, e.g. weight, age, height, etc. will bring ability to create more powerful algorithms for the goals recommendations.

Implementation plan

Exploration phase

Use case

First time use + filling in the details & information

1. Person will find the app in Apple App Store and download it
2. After first opening the app will guide him to setup his workout
3. Then, before first workout, the user should test how much weight he is able to lift

In the future we should think also about authentication and social networks connection. This can help us to spread the word about app more faster.

Regular use during the workout

1. User will open the app where he will be able to see brief stats and will be quickly able to start today's workout
2. After he will tap on start the workout app will show him one or all exercises that he has to accomplish during that workout with weight and number of reps
3. Based on user's accomplishments he/she will enter if he/she made X reps with Y weight. If so, the weight for next week will be 5lbs higher if not, the weight will go 5lbs lower.
4. After the workout we can show quick summary & redirect user to stats screen
5. Anything else?
- 6.

Tasks and features

Business requirements

1. **List of training plans:** Users can create multiple training plans. Each plan contains exercises with quantity and measurement unit (distance, weight, etc.), this properties user sets when creating training plan.
2. **Workout scheduling:** Each plan will have optional property: day and repeating.
3. **Exercise accomplishment:** Users can submit weather they have successfully accomplished exercise.
4. **Measurement unit increasing:** Application will have ability to automatically increase measurement unit. Application must be open to change an algorithm of increasing (architectural requirement).