

# Fitness Friend

A Modern Approach to Fitness

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# Background



Fitness Friend was created due to the following basis:

- Owners of smart watches have a lower level of physical activity compared to non-owners
- Fitness watches show calories lost through regular, daily movement → gives the illusion that users are losing weight

The Fitness Friend aims to overcome this by providing motivational features to encourage users to work out and consume less calories than they are losing.

# Features



## I. Calorie Tracker & Exercise Selector

The calorie tracker allows the user to log their calories and update their calorie goals. The user can look up how many calories are in their meals or how many calories are burned during their workout.

## II. Calendar Sync

The calendar sync feature syncs with the user's Google Calendar to seek out any free time that may be available during the day. The feature would notify the user and suggest that a workout during this time for a predetermined interval length.

## III. Music Curator

The music curator provides the user with BPM based playlists, via the integration of the Spotify through SDKs and APIs, to add to the overall motivational aspect of fitness. The playlists generate are based on user selected artists as well as type of workout selected.

# Who It's For



## Target Audience: Smartwatch Owners

- People who lack the motivation to workout
- People who get busy in the daily schedule and consider fitness to be something that they can't find the time for
- People who want to better themselves physically
- People who want to monitor what's going into their body

This app does not promise, or guarantee, that the user will workout. Instead, it enhances the motivational aspect that comes with maintaining one's fitness.

# Road Map

## First Demo to Second Demo

