

1-pager brief + basic wireframes

Project Brief:

A fitness app that helps you work out, is engaging and personalized to help users achieve fitness progress and goals.

You, as a PM need to create a 1-pager for designers and basic wireframe flows so that you can convey your thoughts effectively to the design team.

Content of the 1-pager (including basic wire-frames) as follows:

1. **Objective:** Describe what is the ideal future you want to have once this project is finished. What is the outcome you're looking to get out of this?
2. **Key results and success criteria:** How will you know the project was successful once it's finished?
3. **Flows:** Add low-fidelity wireframes
4. **Problem/opportunity:** What product/experience problems exist?
5. **Target audience:** Describe the target audience for this project.
6. **Scope:** What's in, maybe and not in the scope



Objective: Develop a fitness app that engages users with personalized workout plans to help them achieve their fitness goals effectively. The outcome is a user-friendly app that motivates users through their fitness journey and continuous engagements.

Target audience:

- 1) Fitness enthusiast
- 2) Corporate Adults
- 3) Starter



Key results and success criteria:

Below metrics will be used to track –

No. of new users -> Around 20% new users sign ups within month

User Retention -> The existing active users' continuous usage.

Session/User -> The active users' session per week.

Fitness goals -> No. of active users achieving fitness goals

Scope:

In Scope ->

- 1) New Users Sign In
- 2) Discovering new/different workouts
- 3) Personalized workout plans
- 4) Standard diets
- 5) Workout tracking with reports

May be ->

- 1) Personalized diets
- 2) AI driven customize plans

Out of Scope ->

- 1) Selling Workout devices
- 2) Medical insights
- 3) Social/Group workouts

Flows:

The flow of the application is as below –

- 1) User Boarding Flow
 - Loading Page
 - Sign up Page
 - Personalized Question Page
 - Profile Page
- 2) Workout Area Flow
 - Discover Workouts
 - Planned Workouts for month
 - Workout day wise
 - Edit Plan for the day
 - Timer for the exercise
 - Report for the day
- 3) Diet Area Flow
 - Diet Plan for Month
 - Diet Plan for the day

