

# 1-pager brief + basic wireframes

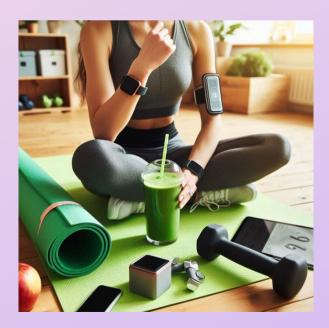
## **Project Brief:**

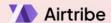
A fitness app that helps you work out, is engaging and personalized to help users achieve fitness progress and goals.

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:

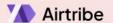
Below metrics will be used to track -

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) Al 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



