

FitTrack: Simple Fitness Companion - App Proposal

0. App Title

FitTrack: Simple Fitness Companion

1. Application Definition Statement

FitTrack is a mobile application designed for individuals who want to monitor their daily calorie intake and exercise. It provides a straightforward way to log meals, track workouts, and set fitness goals. The app differentiates itself from competitors by offering a streamlined, user-friendly interface focused on essential features, making it ideal for beginners or those who find more complex apps overwhelming. FitTrack also integrates with Apple HealthKit, providing users with accurate, real-time data on their activity and calorie burn, and includes Barcode scanning for quick food logging.

2. Brainstormed features

- User profile creation with height, weight, and fitness goals
- Daily calorie goal calculation based on user information
- Food diary for logging meals and snacks
- Calorie and macronutrient tracking
- Basic food database with common items
- Ability to add custom food items
- Water intake tracking
- Exercise log for recording workouts
- Step counter integration reading from HealthKit
- Weight progress tracker
- Basic workout plans
- Reminder notifications for logging meals and exercise
- Progress charts and graphs
- Social sharing of achievements
- Barcode scanner for easy food logging
- Recipe calculator for homemade meals
- Restaurant menu database
- Meal planning feature
- Customizable dashboard

3. Essential features (filtered list)

- User profile creation with height, weight, and fitness goals
- Daily calorie goal calculation based on user information

- Food diary for logging meals and snacks
- Basic food database with common items
- Ability to add custom food items
- Exercise log for recording workouts
- Weight progress tracker
- Progress charts and graphs

4. Market research

a) MyFitnessPal:

Features: Comprehensive food database, detailed nutrient tracking, social features

User Rating: 4.7/5

Strengths: Vast food database, barcode scanner, detailed analytics

Weaknesses: Can be overwhelming for beginners, ads in free version

Missing: Simplified interface for quick logging

b) Lose It!:

Features: Calorie counting, food and exercise tracking, goal setting

User Rating: 4.8/5

Strengths: User-friendly interface, photo-based food logging

Weaknesses: Limited free features, focus on weight loss

Missing: More emphasis on overall fitness, not just weight loss

c) FatSecret:

Features: Food diary, exercise diary, weight tracker

User Rating: 4.6/5

Strengths: Clean interface, community support

Weaknesses: Less extensive food database compared to competitors

Missing: More personalized workout suggestions

d) Android App - Cronometer:

Features: Detailed nutrient tracking, biometric tracking

User Rating: 4.5/5

Strengths: Focus on micronutrients, data-driven approach

Weaknesses: Can be complex for casual users

Missing: Simpler food logging process, social features

5. Iteration

After reviewing competitors and considering user needs, I've made two significant additions to enhance the app's functionality and user experience:

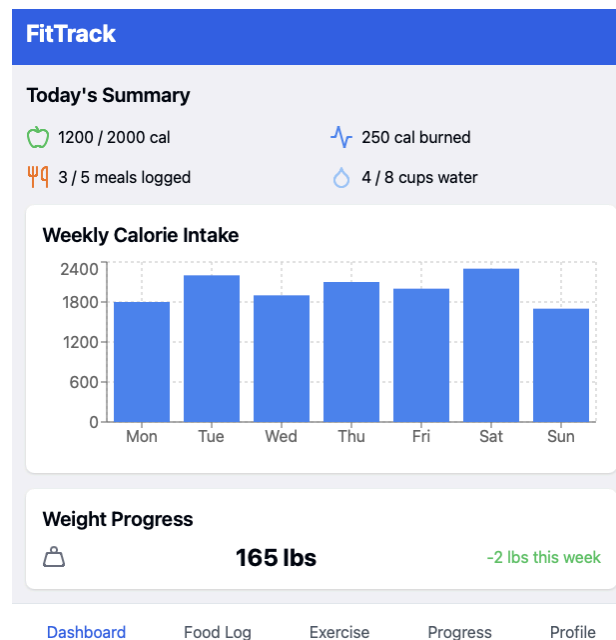
1. **HealthKit Integration:** I've added HealthKit support for more accurate activity and calorie burn tracking. This feature will significantly improve the app's accuracy and provide users with a more comprehensive view of their fitness data by leveraging information from their iOS devices and Apple Watch.
2. **Barcode Scanning:** I've decided to implement barcode scanning for food logging. This feature will allow users to quickly log their meals by scanning barcodes that could be provided by restaurants, on packaged foods allowing for detailed nutritional data to be captured with a single scan.

These additions will make FitTrack more competitive in the market and provide unique features that cater to user convenience and accuracy in tracking.

6. Rough UI Sketch

The app would use a Tab Bar navigation system with the following main screens:

- Dashboard:



- Food Log:

FitTrack

Food Log

Scan Barcode

Breakfast

Oatmeal - 300 cal
Banana - 105 cal

Lunch

Chicken Salad - 350 cal

Dinner

Not logged yet

Dashboard

Food Log

Exercise

Progress

Profile

- Exercise Log:

FitTrack

Exercise Log

Today's Activity

250 calories burned

Morning Run

Duration: 30 mins
Calories: 180

Weight Training

Duration: 45 mins
Calories: 150

Dashboard

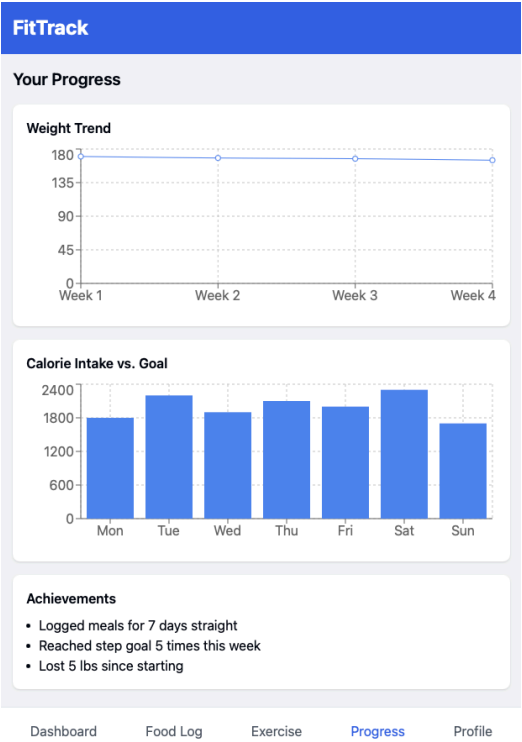
Food Log

Exercise

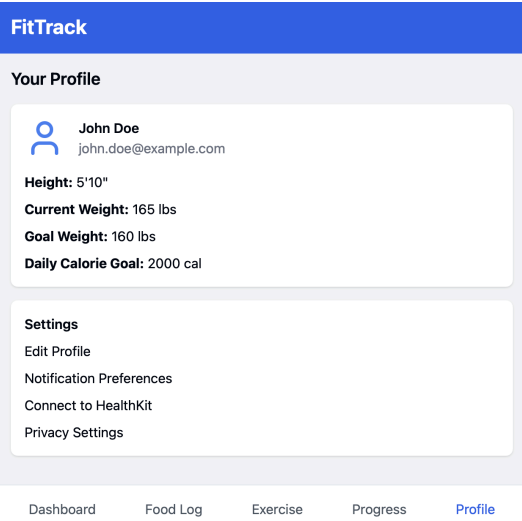
Progress

Profile

• Progress:



• Profile:



7. Feasible features for implementation

Must have:

- User profile creation with height, weight, and fitness goals
- Daily calorie goal calculation based on user information
- Food diary for logging meals and snacks
- Basic food database with common items
- Ability to add custom food items
- Exercise log for recording workouts
- Weight progress tracker
- HealthKit integration for step count and calorie burn data
- Barcode scanner for food logging

Will implement if time allows:

- Progress charts and graphs
- Custom QR code generation for frequently logged meals

Will not implement:

- Integration with other fitness devices (besides Apple Watch via HealthKit)
- Meal planning feature
- Social features and sharing
- Detailed nutrient tracking beyond basic macronutrients