

App Analysis and Strategy:

There are many people in the world, young and old, who suffer from cardiovascular disease and other heart conditions which impair the usage of the heart during exercise. Sixty to seventy percent of elderly folks suffer from cardiovascular disease and even as many as one to three percent of twenty to thirty year olds suffer from a certain heart condition. Many fitness programs assume and are geared towards users that have a healthy and functioning heart and can withstand many rigorous forms of exercises with limited breaks.

Our aim is to provide users who need to balance the extremity of their exercises very carefully due complications and exhaustion of a pre-existing heart condition but also want to participate in many fitness challenges alongside their peers with healthy hearts. We are doing this by providing them with customization options of weight, BMI and BPM along with what conditions they are disposed to which allows us to suggest proper duration/break ratios as well as which exercises would be safe for them to do without them worrying about their condition. Users however may not put in the most accurate information pertaining to their condition which can suggest incorrect information for these users. We can combat this by suggesting that they must consult their doctors before entering any kind of information on our app. This allows users to easily and safely exercise without the worry of their condition. We would also provide them with the option of connecting to music catered towards the music preferences and also have viewless timer which allows them to exercise with voice notifications of the break times and end times without the ability to check the time left to motivate users to keep going without the stress of checking the time which can contribute to stress of those with heart conditions. This can also help with the notification of people with vision impairments using sound. However not many people may be a fan of not being able to check the time and can contribute to the stress of exercise thus we want to provide an option of being able to check time left or not depending on their request. We also are making the option to connect with your apple or fitbit watch which can monitor your heart rate and tell you when it is dangerous and stop your exercise. Some information that comes from the watch may be inaccurate but if we learn from incorrect data and input new updates then we can improve our accuracy.

We have quite a few competitors who do not match some of the accessibility features that we provide, for example Aaptiv fitness has no video content and thus harder for people to implement workouts without risk of injury, Fitbit offers nondescript basic workouts thus there is not a lot of variety for people with different health problems, and for Jefit, the user interface is bulky and harder to interact with for people with vision impairments or attention deficit. Our model has easy to follow video content for people to follow without risk of injury, workouts for a variety of people including those with heart conditions and the user interface is easy to follow for people with vision problems, attention deficit people and the elderly.

We want to attract a variety of investors from financing companies to international giants as we combine health, exercise and technology and therefore can benefit several different companies. For example Sequoia Capital and SoftBank which are financing firms can benefit from investing with user clicks and even big corporate businesses such as google may benefit from buying shares from advertising and getting more user clicks.

We have many accessibility features such as customization settings for people with heart conditions for them to be able to safely exercise with their peers, design fit for people with vision impairments with the user interface and sound activated timer, and watch connection to measure heartbeat to remind people of overloading. These features expands our app to a variety of users and differentiates it from many other apps

References

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