**PERCYUS**

**Mobile Design Document for:**

**UNNAMED**

**One Liner:**

“We make working out not a chore!!”

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Version # 1.01

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# **Design History**

# This is a guide to showcase *{UNNAMED}* and how it came to be. This document will give you a brief overview

## **Version 1.01**

# Version 1.01 includes some tuning and tweaking that I did after making my initial pass at the design. Here is what I changed.

1. I rewrote the features needed and simplify
2. I separated the features based on importance
3. Add more core functionality including Ads
4. Updated functions and cleaned up too ambitious features...for now
5. Reorganize my focus and interchangeably use pets and constellations

**Concept Development**

Idea: A workout app that involves raising a pet through being active. We don’t punish them for not working out by killing their pet outright but instead decrease stats slowly.

Concept: Get anyone active without sacrificing their lifestyle.

Features:

* Sign up and Login
* Social Media Integration
* Strong and Simple Design
* Security of Data
* Geolocation
* Push Notification
* Social Sharing
* Gamification
* Goals as in step goals
* Wearable integration {Future}
* Multi device synchronization
* Altimeter {Future}
* Pedometer
* Simple navigation
* Feedback mechanism
* Daily Rewards (Ad system)

Features Ranked by Importance {Not including Future}:

1. Security
2. Pedometer
3. Geolocation
4. Goals
5. UI
6. SignUp/Login
7. Feedback Mechanism
8. Push Notification
9. Gamification
10. Social Media Integration
11. Social Sharing
12. Daily Rewards

Core functions:

* On boarding Process
* Choose your difficulty - pick the goal and why you want this app
* Nursery process - follow on your goal as I give you a week to walk like crazy and see how many steps you can get in and if you achieve your goal and gain your Apollo baby
* Parenting - the main part of the app, this is your pet Home Screen and where you can see their stats, their color, personalize them, interact with them etc
* Egg Hatching - Alternative to Parenting, and if you just hatching eggs.they get rated on how well you reached the walking goal so S rating if they went above and beyond and F if they didn't hatch the egg in time
* Arena { focus on mini games and battles for your pet - will come in the future }
* Shop - everything is purchased through active points and not real money, you gotta workout and be active to be rich in this app
* Settings - to change and personalize the app to your liking
* Random workoutizer- for those on the hardcore difficulty, focus on giving out a random workout that wouldn’t endanger them or others but suggest a workout for them
* Reward System for hardcore (Maybe a comparsion between your friends and people)
* More functionality to come

Vision:

To motivate people who want to be active but view it as a chore. Create a lifestyle for them where they don’t get penalized and their legs cut off for trying to better themselves

Programming language: Flutter + Firebase, not AWS because its new with flutter so missing features is prevalent

Platforms: iPhone and Android, Web to view pet stats and play mini games but not gain active points by being active

**Research**

Alternative Apps: Pokemon Go, Sweatcoin, Neopets, all workout apps

Why are these apps considered alternatives? Because any app that lets people workout is considered an alternative, and not a competitor. Nothing is competition as anything that lets people workout is a win in my book.

Concepts of alternative: idea of not having the pedometer being exact, for every step only certain is counted, this is necessary as numbers are very grounded and people pay attention to numbers a lot so by hiding some of the numbers, people don't realize they are burning more, so in reality they will always be ahead of the curve

Differentiation Factors: No instore purchase, all through active points, No required workouts, just be active. No workout videos or anything, as long as you are active, you are fine. No streaks, everything you do is because you want to do it.

Success Factors: FREEDOM. Raise a pet by being active, no hidden agenda, be the best you through parenting. If you do choose the hardcore setting then it will be fun and enjoy the random workouts thrown at you.

Users: People who are looking for a workout app without the hassle of working out or having the mindset of trying to keep a streak

Target Audience: The general public who stress about working out or view it as a chore and not a fun activity. Those who want to better themselves but get in their own head

Possible Cost:

UI/UX Design - $75+ (IF NOT DOING IT MYSELF)

BRANDING - $75+

Backend - Free until it blows up

Frontend - Free

Promotion + Marketing: TBA

App Price: Free -- Any money made will be through ADs

**Branding**

Name:

Logo:

Description:

**Mockup and Design**