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Workout tracker

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1 Business analysis

1.1 Background

We started discussing ideas and we bounced around with some direction but it was not until one of us, Asdis, came with the idea of a workout tracker and that idea struck a chord with us. Since we all like doing exercises we had a strong need for an app that suits us.

1.2 Business opportunity

We know that people want to see what they have done. People want to have something to build towards, something to look back on and be proud of it. We believe that the customer wants to be able to show off what they have done since people in this modern day and age have a constant need for validation.

In the workout segment there are a lot of opportunities. Cross-fit for example is a highly profitable class that requires low amount of startup costs, we could suggest these exercises/classes to our user in order in order to receive pay-per-click income. We also will be receiving a lot of data, and with the social media feature we could gather a lot more. Social media related workout data is an untapped resource.

This however is just one example of many which all are based on having a good user-base so in order to get that user-base we need to dominate a market segment. This is where the web-app comes in. Most workout trackers are not available through the browser and thus we have a great opportunity to fill said niche. We know that data is the new gold so we should mine it.

1.3 Business objectives

One of the main competitors of our application is paper. As the situation is right now a paper template is superior to most workout trackers. Thus we have to have an application that is faster, more reliable and more modifiable than paper which is no light thing to ask of an application. Thus we list our objectives as the following:

	Our application goals	Paper
Tracking median workout	30 seconds	2 minutes
Routine set up	5 minutes	7 minutes
View state	1 second	Instant
Realtime tracking	Yes	Yes

We believe that it's realistic to expect the application to make the application better than paper, converting people in the process and reducing the amount of work/time going into structuring exercises.

1.4 Success metrics

Our criteria for success are based on user-base growth **per month**:

- Failure: 0-2%.
- Neutral: 2-5%.
- Success: 5-10%.
- Great success: >10%.

We expect a user-base growth of 5-10% per month until we reach market saturation, aiming to at least double our user-base every year. The user-base is of course correlated with growth in income. Anything defined by us as success is worth undertaking. However a 2-5% growth is not sufficient to reach a good quantity of users within the lifetime of the application.

1.5 Vision statement

For people that go to the gym who like to measure and track workouts, the Workout Tracker is a logging device that is able to reduce the non-exercise related work during and after workouts through a user-friendly interface. Unlike paper or other workout trackers, our product will allow for entries to be made quickly and reliably while providing helpful insights and suggestions.

1.6 Business risks

The biggest risk of this application not succeeding is the already established competitive apps, especially for android/iOS, the timing of this application could be a little bit too late as this app could be buried relatively fast within the ocean of applications that already exists. The likelihood of this app not failing judging by the criteria in success is rather high, success however may be an elusive goal as 'crossing the chasm' could be hard or impossible.

1.7 Business assumptions/dependencies

We have a couple of key assumptions:

- No application is better than paper yet.
- Our application will be better than paper.
- Users don't want to carry a pen and paper in the gym.
- The tracking of exercises easily is enough for people to use it.

We are a little uncertain about how the adoption rate and how the application will be received by the general public with respect to paper. We are also uncertain that we will be able to design the application in a way that reaches all goals but we firmly believe it's possible.

2. Scope and Limitations

2.1 Major features (“What key things should the product be capable of?”)

Major features or user capabilities (rule of thumb: the most important 10%) especially those distinguishing it from previous / competing products
Describe e.g. as use cases

The product should let the user make his/her own exercise program, and allow the user to add the weights and reps that were done. The user should also be able to view exercises search for exercises based on muscle groups. If the user does not want to make his/her own program they would be able to find pre-made workout programs on the network. Users would also be able to share their programs with other people on the network, and users would be able to follow other users to get new programs on their feed.

2.2 Scope of initial release (“What should be rolled out first?”)

Beside features, scope can also comprise quality attributes (e.g. performance)
Focus on features that will provide the most value at the most acceptable cost to the broadest community in the earliest time frame

The features that need to be added at the earliest stages:

User can log in and see his/her current program (if applicable), the option to create a program and an option to see pre-made programs along with programs shared by other users. It should also be possible for the user to search for exercises either based on name or by muscle groups, and be able to select an exercise and see a diagram of how to perform the exercise, read a description of the exercise and be able to view a video of the exercise being performed.

2.3 Scope of subsequent releases (“What can be rolled out later?”)

Scope (and possibly rough timing) for later releases (more and more fuzzy towards future)

Features that could be added after the initial features are:

- Allow users to have a public or a private profile.

- Allow users to follow other friends, family and their favourite workout creators.

- Allow users to see what is popular throughout the program.

- Allow users to share photos and videos from their workout onto their social feed.

- Allow physiotherapists a separate access to send their patients programs and get notified of when the patient fills out his/her workout info, and even get information from the patient if the patient felt pain doing certain exercises through comments from the patient.

- Get notifications based on location (reminder to add what the user did during the exercise if he/she is at a gym (applicable for an app))

- Get a reminder based on regular workout time of the user (applicable for an app)