

VIRTUALGYM

Turma 6, Grupo 5

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PROJECT'S IDEA DESCRIPTION

The main idea behind this project is, as the name suggests, a kind of virtual gym with video and images explaining to users how to carry out the proposed exercises.

The application will have personalized training plans for the different user needs (toning, muscle gain or working out in general) and will also have various nutritional plans available.

To maintain user focus throughout their fitness journey, our app has the capability to set personalized goals for body weight and daily calorie intake. Additionally, users can conveniently schedule workout notifications to ensure they can be reminded to stay committed to their fitness routines.

In short, our main goal is to make this application satisfy every gymgoer's wants and needs.

RELATED APPS / SERVICES / SYSTEMS

While researching services that offer similar capabilities to our app, we encountered several options.

The feature of providing diverse training plans tailored to the user's goals is a common trait among many fitness apps, with Fit Star and Boost Plan serving as prime examples. In terms of nutrition planning, both the Nike Training Club and 8Fit Workout & Meal Planner apps stand out for their personalized plans and comprehensive nutrition guidance. Additionally, apps like Freeletics and Gym Life excel in progress tracking and offer a variety of workout options.

In conclusion, our investigation revealed various services that encompassed our app's different functionalities but within a broader context. However, we did not find any single service that comprehensively covered all the functionalities we offer.

QUESTIONNAIRE HIGHLIGHTS WHO, HOW, HOW MANY...?

- 25 answers
- 76% were aged between 20 and 30 and the other 24% were 20 years old or younger
- 60% were male and the remaining 40% were female
- 48% worked out 3-4 times a week, 28% 1-2 times a week, 12% 5-6 times a week and the remaining 12% didn't workout at all
- 40% aimed for muscle gain, 36% targeted weight loss and 24% wanted to maintain fitness
- 88% didn't follow any specific workout programs or routines
- 76% didn't track their workout, 16% tracked it with a fitness app, 4% with wearables and the remaining 4% with “Avaliação com PT”
- 84% preferred a gym app with pre-made workout plans rather than customizable plans
- 80% prefer workout instructions in video than image
- 88% would like the app to offer personalized workout and nutrition recommendations tailored to their fitness goals, preferences and restrictions

PACT ANALYSIS

People:

- For people of all ages

Activities:

- Physical exercise practice
- Maintaining a balanced diet

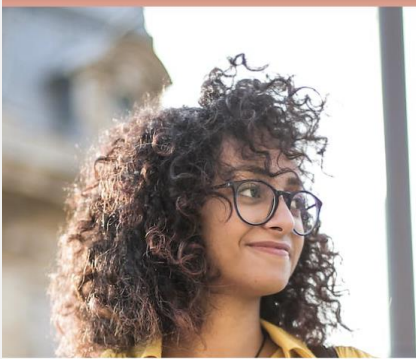
Contexts:

- At the user's home or at the gym

Technologies:

- Access to user's camera, photo gallery and internet.

PERSONAS



Gym App / Ideal User Persona

Sofia Silva

Customer Profile: A very likeable person, always ready to make friends. One of her passions is sports, she used to play volleyball when she was younger but have to quit. Nowadays, she go to the gym to stay active even though she has a busy schedule because she has to manage her student life and her personal life. Another passion of her is travelling, she loves getting to know new cultures and meeting new people. At university, when working in groups, she wants everything to be organized ensure that everything is well done on time.

- Age: 20
- Education Level: Undergraduate
- Work/Occupation: Student
- Family: Single
- Location: Porto, Portugal
- Technological proficiency: Above average
- Preferencial devices: Mobile phone, laptop

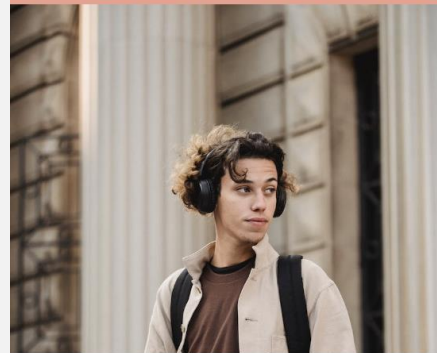
Objectives/Needs

- Need a proper daily routine time table for the exercise.
- Find an effective training plan.

Frustrations/ Pain Points

- The gym is far from university.
- The schedule is very tie and sometimes she forgets to exercise.
- Find a good workout plan.

- Personality Trail 1: Extroverted
- Personality Trail 2: Energetic
- Personality Trail 3: Creative



Gym App / Ideal User Persona

Lucas Oliveira

Customer Profile: Lucas knows, as a software developer, that his job involves much time in front of computer, so he makes up by spending at least one hour a day in the nearby gym. For the past few months, he has been very interested in his health and performance. He wants to track how his eating and exercise habits affects his well being.

- Age: 25
- Education Level: Master's Degree
- Work/Occupation: Software Developer
- Family: Girlfriend
- Location: Lisbon, Portugal
- Technological proficiency: Above average
- Preferencial devices: Mobile phone, laptop

Objectives/Needs

- He wants to improve his physical health and maintain his fitness ability.
- To set goals and make positive impacts on his life.

Frustrations/ Pain Points

- Bad recommendations in other fitness apps.
- He needs a training program.
- He doesn't have enough statistics about his training.

- Personality Trail 1: Introvert
- Personality Trail 2: Responsible
- Personality Trail 3: Energetic

FUNCTIONALITIES AND TASKS

Functionalities:

- Register in the app, adding a profile picture (optional), a name, an email and a password.
- Remove and edit the profile picture
- Change the different needs of the users
- Access to nutritional programs
- See progress over time

Tasks:

- Choose the workout that you want
- Set goals
- Set reminder to workout

ACTIVITY SCENARIOS

Scenario 1:

- Lucas gets home from work and wants to start his daily workout. He opens his fitness app on his phone.
- The app shows him today's workout plan with details like exercise type and duration. Lucas reads through the workout instructions and heads to his workout area.
- Using the app, he follows the exercises, and it helps him with timers and reps. After finishing, Lucas records his progress in the app to track his fitness journey.

Scenario 2:

- Lucas checks his app dashboard to see how he's been doing. He realizes he's made progress but can do better.
- He looks at a report showing his calorie intake, workout intensity, and sleeping patterns over the past few months.
- Lucas is happy to see that some changes in his diet have boosted his energy and recovery.
- With this info, he tweaks his workout and meal plan and sets new goals.

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