

Business Requirements Document (BRD)

Prepared for: BurnBot – AI-Powered Fitness Bestie

Project Name: BurnBot – AI-Powered Fitness Bestie

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1. Background

Many people want to start a fitness journey but struggle to stay consistent because current fitness apps feel robotic, generic, or overly structured. These tools often provide a fixed roadmap but fail to engage users in a personalized, motivating way. BurnBot was designed to close that gap by presenting an AI-driven fitness companion—a smart assistant that provides guided workouts and nutrition tips while also engaging like a true best friend. Through conversational check-ins, personalized insights, and dynamic fitness plans based on a user's real lifestyle and preferences, BurnBot reimagines what digital wellness support should feel like.

2. Business Need

The fitness and wellness app space is oversaturated with single-purpose tools — one app for tracking workouts, another for meal planning, another for BMI, and yet another for habit reminders. This fragmented experience overwhelms users, discourages consistency, and creates app fatigue. BurnBot addresses this by integrating all core fitness journey tools — including personalized workout guidance, AI nutrition feedback, and a progress-tracking chatbot — into a single, engaging platform that feels human and supportive.

3. Goals & Objectives

The primary goal of BurnBot's MVP is to deliver a personalized and engaging fitness journey through intelligent, AI-powered features. The MVP will focus on:

- Providing multi-channel user registration (email, phone, Google/Apple)
- Implementing secure login with OTP verification
- Creating a personalized profile setup for fitness and nutrition goals
- Enabling an AI chatbot that acts as a daily companion and motivator
- Displaying a dynamic homepage/dashboard with real-time metrics and engagement features

The goal is to launch with value from Day 1 while creating a solid foundation for advanced AI integrations and user engagement tools.

4. Key Features

MVP Features:

- Multi-channel registration: email, phone, Google/Apple login
- Secure login with OTP
- Personalized profile setup
- AI chatbot for motivation and feedback
- Progress dashboard showing activity and habit streaks

Future Features:

- Photo-based calorie scanner
- 3D meta glasses integration
- Wearable device sync (Apple Watch, Fitbit, etc.)
- Guided workout videos

- Mood and energy tracking
 - Accountability buddy mode
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5. Stakeholders

- End Users
 - Business Analyst
 - UX/UI Designer
 - AI Engineer
 - Backend Developer
 - Product Owner / Project Manager
 - Marketing Team
 - Compliance / Security Analyst
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6. Assumptions & Constraints

- Users will have smartphones and internet access
- The app will be available on both iOS and Android
- Initial launch in the U.S.; global rollout based on user response