WEIGHT TIME

BY: BRODERICK, JOHN, MAX, SERRA, PAXTON

01
BRAND IDENTITY

CORE VALUES

Mission Statement: "To make fitness more accessible and stress-free by providing real-time insights into gym activity, helping users find the perfect time to work out."

Vision Statement: "To revolutionize how people experience fitness spaces by creating a future where no workout is delayed, missed, or ruined by overcrowding."

02
RESEARCH OVERVIEW

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To assess the need and potential impact of a crowd tracking app for gym-goers, we conducted preliminary research targeting frequent and casual gym users. The goal was to understand user frustrations, peak gym hours, and the desire for real-time occupancy data.

Key Findings:

- **74%** of gym members reported avoiding the gym during peak hours due to overcrowding.

- **61%** said they would **choose a different time** to work out if they could see how busy the gym was in advance.

- **52%** currently rely on guesswork or personal routine to avoid crowds.

- **85%** indicated they would use a feature that shows real-time gym occupancy if it were available in an app.

- The **busiest hours** across all surveyed gyms were consistently **5:30 PM – 7:30 PM** on weekdays.

03
TARGET AUDIENCE

WILLIAM RENSCHEN

AGE: 21

HOME: CHICAGO

OCCUPATION: LAW

BIO

Jordan lives in Chicago and works long, demanding hours at a law firm. His mornings are the only time he can work out, so he uses Weight Time to check if he has time to workout in the morning.

FRUSTRATIONS

William does not like when he gets to the gym in the morning and he has to wait to use the machines he wants. He has had to leave before completing his workout in order to make it to work on time.

GOALS

- Stick to his workout schedule
- Make the most of his mornings
- Have an efficient workout
- avoid a busy gym

INTERESTS

- Running
- Lifting
- Productivity
- Time Management
- Free Time
- Podcasts
- Health Apps

QUOTES

"If I'm getting up before sunrise, I need to know there won't be a line for the squat rack."

"Weight Time lets me plan my mornings like a pro."

CELIA MÁRQUEZ

AGE: 23

FROM: FORT WAYNE

OCCUPATION: UNDERWATER WELDER

BIO

Jordan is a busy professional who values fitness but hates wasting time at overcrowded gyms. Efficiency and planning are key to staying on track.

GOAL

- Avoid peak gym hours
- Plan workouts around real-time traffic
- Maintain a consistent fitness routine
- Discover less-crowded gym locations

FRUSTRATIONS

- Unpredictable gym crowds
- Waiting for equipment
- Lack of crowd data for different gyms
- Wasted workout time

INTERESTS

- Strength training
- Fitness tech & wearables
- Meal prepping
- Weekend hikes

QUOTE

"I don't have time to wait around—I want to get in, crush my workout, and get out."

04
BRAND BOARD

BRAND BOARD

LOGOS

COLOR PALETTE

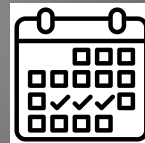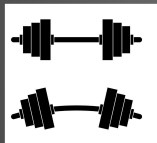|			
#E83F22	#000000	#FFFFFF	#757575

TYPOGRAPHY

PRIMARY - WEIGHT TIME (BEBAS NEUE)
- FOR LOGO AND HEADERS

Secondary - Weight Time (Roboto)
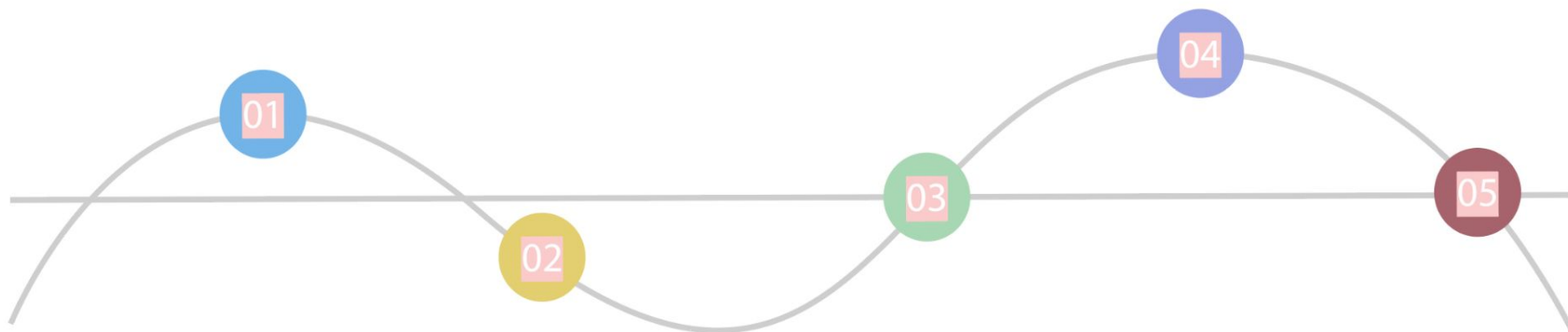- For body text, buttons, etc.

VISUAL ASSETS

05

JOURNEY MAP

Customer Journey Map

A journey of how our customers will achieve a goal and how we plan to achieve those goals

01 02 03 04 05

Awareness

- Discover a tool to find less crowded gyms
- Sees an ad or word of mouth
- Use geo-targeted marketing, gym signage, and influencer endorsements

Discovery

- Understand how the app works
- Visits website or app store listing
- Add animated demo, clear benefit-driven copy, user testimonials

Consideration

- Sign up and integrate with gym systems
- Creates account, sets gym profile, configures crowd meter
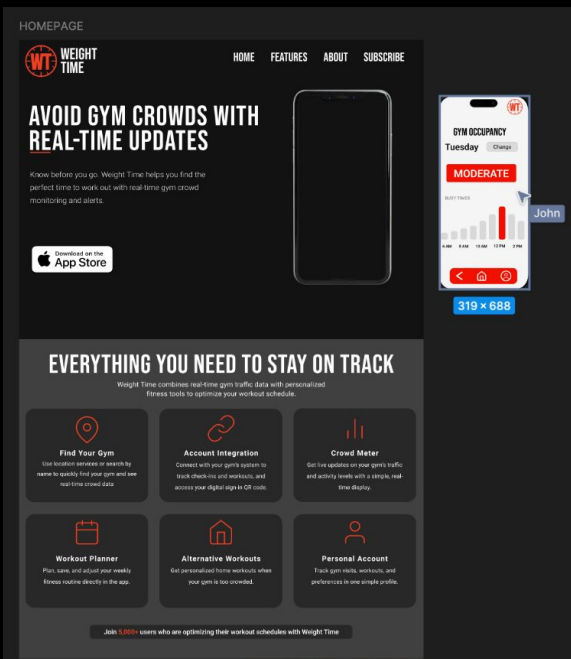- Offer guided setup, live onboarding support, easy API/plugin options

Purchase

- Monitor gym usage & get user engagement
- Views analytics dashboard, responds to user trends
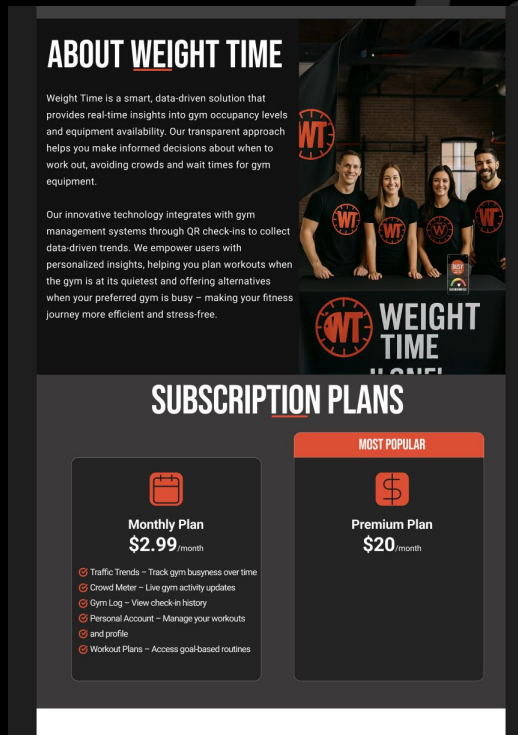- Use clean charts, color-coded crowd levels, exportable reports

Post-Purchase

- Retain users and optimize schedules
- Uses data to adjust hours, staffing
- Offer monthly performance insights, loyalty features for

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WIRE FRAMES

FIGMA
PROTOTYPE

WEB
MOBILE