Product Case Study

Given Problem Statement:

In today's time health and fitness has become a crucial part of **everyone's** life. However, not **everyone** is always **motivated** to follow the path of being healthy and fit.

Can you ideate a solution to this problem? Is there a way through some intervention of technology to help people to be healthy and fit.

Deliverables :
1. Approach & Solution.
2. Designs, wireframes and user stories that showcase the solution in action.

Product Type (Web vs Mobile): Mobile (Both IOS + Android)

Product Stage: To be built from scratch

Different User Segments Involved in:

- Users using the app
- Health coaches/fitness experts for personalized coaching/consultation
- Pvt Gym/Gym Owners who will register their gyms with the booking facility for the with a book, pay and use process

Initial Product Focussed Region: India

Target End Users

- Students/College Graduates (56 -21 year of age)
- Working Professionals (22 - 45 years of age)

Opportunity in the market [Supporting Data]:

Market	Region	
Health & Fitness ⌄	India ⌄	Compare to other regions +

REVENUE BY SEGMENT   REVENUE CHANGE

Most recent update: Aug 2021

Source: Statista

>Several studies of the Indian retail fitness services market estimated that there are approximately six million active users in the country (Source: here TOI)

> Users are spending in the range of $350 to $400 on fitness services annually, making this industry a $2.6 billion market. (Source: here TOI)

Pre Pandemic:

- Fitness industry was unorganized and fragmented.
- People did not take fitness into much consideration, and generally neglected it .

Since Pandemic
>Millennials have become the most health-conscious people in India and spend a sizable amount of their time on digital platforms. (Source: here TOI)

> The India Fitness App Market size was estimated at USD 238.96 million in 2020 and expected to reach USD 316.25 million in 2021, at a CAGR 30.40% to reach USD 1,532.82 million by 2027. (Source here)

Possible Spaces to solve:

Fitness app
>for the specially abled people
> an all-in-one fitness app for the normal user that would include uploading a picture of your plate to update the calories and suggest recipes based on foods available at home, book nearby gyms. [Chosen]

Why?
> Large User Base
> Seeing the market trend good % amount of users (on already existing app in market)

Competitor Space:

-   Google Fit
-   CureFit
-   Fittr
-   Fiton
-   HealthyFyMe

Competitive Analysis:

Applications	Google Fit	cure.fit	FITTR	FITON	(H app)
Description	This app helps monitor fitness goals and manage workouts	This app provides gym booking, meal planning, workout videos and personal coaching.	This app provides choosing coach, meal plan, reaching targets etc.	This app provides workout at home with videos, meditation/ zumba/ dance, meal planning and music.	This app provides weight loss for men and women, calorie counter, diet plans, home workout
User experience	Rating is 3.9 and it collaborates with devices and other apps.	Rating is 4.5. It doesn't track activity and has access only to curefit centres.	Rating is 4.4. It doesn't offer video tutorials and a personal trainer subscription is required.	Rating is 4.7. It doesn't offer personal trainers but has good features for free.	Rating is 4.6. It is user friendly but calorie counting is tedious.
Calorie tracker	✓	✓	✓	✓	✓
Progress tracker	✓	✕	✓	✕	✓
Step counter	✓	✕	✓	✕	✓
Meal planner	✕	✓	✓	✓	✓
Social feed	✕	✓	✓	✕	✓
Book gyms	✕	✕	✕	✕	✕
Personal coach	✕	✓	✓	✕	✓
In-app music	✓	✕	✕	✕	✕
Download videos	✕	✕	✕	✕	✕
Booking plan	Free app	Daily, quarterly, biannually and annually	3 month, 6 month and annual subscription	Annually	1 month, 2 month, 3 month, 5 month, 1 year and 2 year plan.
Availability across platforms	Available on Android and iOS	Available across Android, iOS and Web.	Available across Android, iOS and Web.	Available across Android, iOS and Web.	Available across Android and iOS.
Yearly fees	None	Rs. 11,000	Rs. 22,000	Rs. 2,550	Rs. 2,000

Key Observations:

1. None of the apps offered access **to local gyms** (curefit offers gyms that are their own).
2. Still Real* the motivation factor (apart from reminders, notifications) was missing in most of the apps
3. Very few apps provided a flexible (daily, monthly, annual, etc.) booking plan.

Current Pain Points of Users: [Based on talking to friends, family, relatives, reviews over Internet, ratings and feedback sections and forums]

>*"The already existing app in the market have a lot features, of which I rarely use"*

>*"I want an app which has hassle-free, less tedious processes/features."*

>*"The availability of gyms across India is not consistent. I want an app through which I can easily avail gyms when I am on vacation, this breaks a routine."*

>*"The motivational quotes, reminder only acts a short instant motivation, but sometimes I procrastinate"*

>*" I wishes I had an app to workout in groups, which acts as a motivation to work along with peers"*

> *" I want the apps to have that automatically count the calories and add where I just have to click the picture of what I am eating instead of searching and then selecting from the contents items in the app."*

User Personas:(Made using Canva: [here](#))

Wilson

A 22 year old engineer from Mumbai and a fitness enthusiast.

"I want to be able to get my workout done - whether I'm at home or at the gym, in order to make sure I'm doing the right exercises for myself and in the right way. I find it hard to be consistent with my workouts, so something needs to be done to push me."

A cheerful soft-spoken person with good social skills.

Well versed with technology including apps, social media, and general internet knowledge.

"I wake up at 8 am, check notifications on my phone, get up and out of bed, get refreshed, grab my breakfast and start with my work day. From 8 am to 5pm, I'm busy with coding, updating my seniors on the work done and having lunch in between . After 5, I have my oats and fruits and after an hour of chilling, watching videos on Youtube etc, I start my workout. It begins with a cardio session, followed by some push-ups and then targeted muscles for that day. I end with stretching and hydrating myself. After taking a shower, I spend time with my family, friends, pets and sometimes watch a movie after dinner before finally dozing off."

End goals

To not spend time counting calories and instead work on maintaining a diet that doesn't restrict. To be able to take that important time out for himself to work on his body goals. To be able to track the progress he's made so it motivates him further.

Motivations

Being able to sustain a healthy lifestyle. Being able to see the confident version of themselves everyday after knowing they did their best.

Frustrations

Not being able to use local gyms during the lockdown reliably. Having tried out several apps, the content being confusing and not welcoming enough.

Fears

Not sticking to the diet plan and workout routine. Not being able to find a local gym that is on budget and with desired features. Struggling with newer, healthy recipes to find and cook.

Proposed Solution Main Features in our Mobile Application With User Story Format :

> For Gym Owner:

-As a gym owner, I should be able to successfully register and list my gym so that users can book and do the workout.
-As a gym owner, I should be able to add the quality rating as per the features, services that my gym offers so that users can know about it.
-As a gym owner, I should be able to add the time slots and date when by gym is available for the workout

> For Health Instructor/Coach:

-As a health instructor/coach, I should be able to register myself after getting verified by the team.
-As a health instructor/coach, I should be able to provide the type of service with a plan that I provide/offer so that users can avail.
-As a health instructor/coach, I should be able to connect, chat and over text message with my client who has chosen me as instructor.
-As a health instructor/coach, I should be able to track my client's daily, weekly progress so that I can help him/her in her/his fitness career
-As a health instructor/coach, I should be able to send personalized diets to my client so that it help him/her in achieving fitness journey

> For User
Format: As a user <feature>, so that I should be able to <action>

Proposed Differentiator Features [Not in priority]
-Ability to book a local Gym
-Ability to find gyms nearby using filters.
-Ability to upload a image on the app, and get the calories already input in the tracker and get it automatically added in calorie counter [Prereq- It has to

-Ability to suggest recipes based on foods available at home.
-Activities like running/walking can be tracked in real-time and analytics can be viewed/shared.
-Ability to connect with friends and other people in the community , share progress and see others' posts, create challenges with friends.
- Ability to find a personal trainer near me

Other Features:
-Ability to login
-Ability to sign up
-Ability to analyze progress on a Weekly/Monthly basis.
-Ability to track an activity/workout:
-Ability to search and choose a health instructor
-Ability to connect with my coach over the app itself
-Ability to share the daily, weekly progress to my health coach
-Ability to track my daily progress
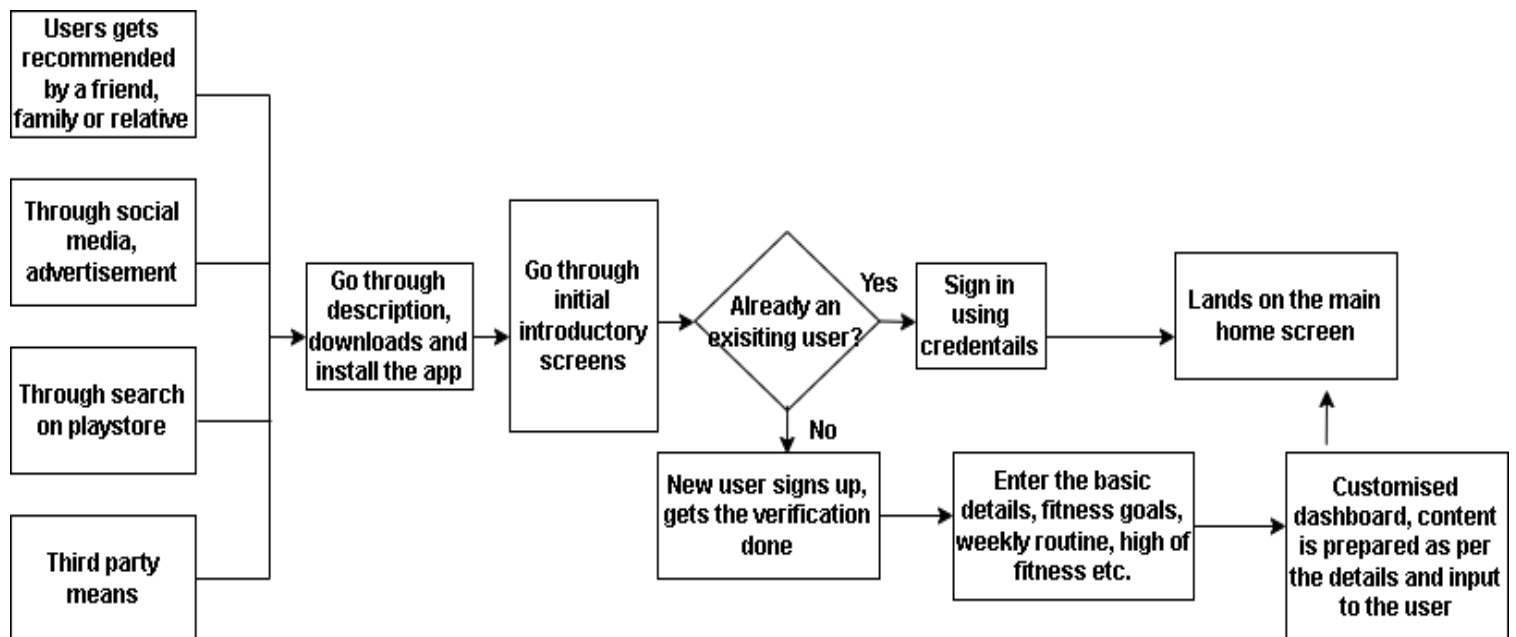-Ability to share my achievements over social media
- few more

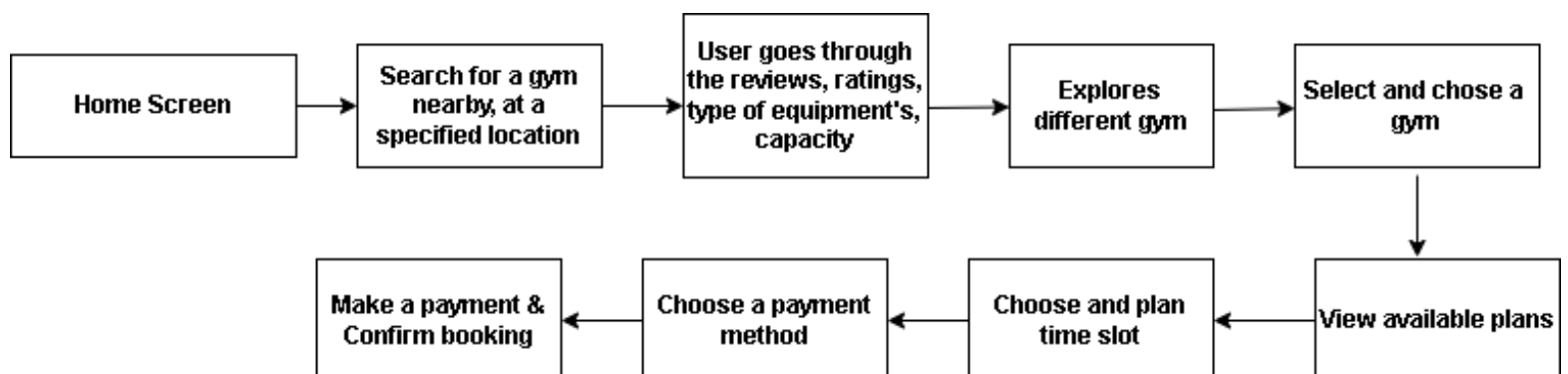**User Journey on Mobile App:**

For Gym Owner:

1. Sign up for a new user/ sign in for a already existing user
2. Add basic details about the location gym owner, gym, types of machines, capacity etc.
3. Depending upon input the system will ask a few images of the gym to get clicked and get uploaded.
4. It will be verified by our technical system/internal team.
5. The system gives a rating which will be shown over app, + a gym becomes a verified registered gym over app
6. The gym owner has to add dates, time slots and pricing to list
7. The gym is now available for the user on the listing page
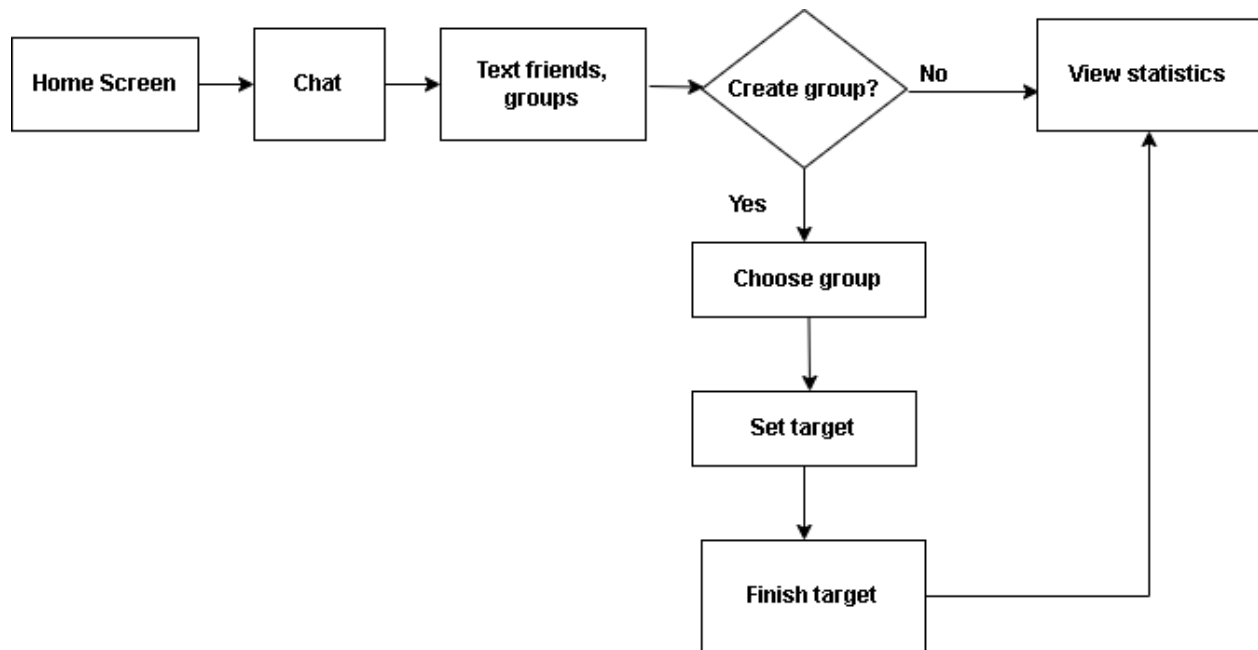
For A User: (Made using draw.io)
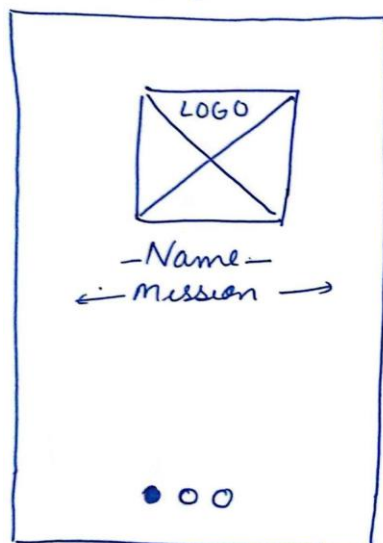
Sign up Flow/Initial Onboarding

```
Users gets
recommended
by a friend,         →
family or relative

Through social                Go through          Go through                          Sign in
media,               →        description,   →    initial      →  Already an    Yes  using      →   Lands on the main
advertisement                 downloads and       introductory    exisiting user?    credentails      home screen
                              install the app     screens
Through search       →                                             │ No
on playstore                                                       ↓                                        ↑
                                                            New user signs up,      Enter the basic      Customised
Third party          →                                      gets the verification → details, fitness goals, → dashboard, content
means                                                       done                   weekly routine, high of  is prepared as per
                                                                                    fitness etc.             the details and input
                                                                                                             to the user
```

User journey for booking a gym

```
                              Search for a gym     User goes through
Home Screen      →            nearby, at a     →   the reviews, ratings, →  Explores        →  Select and chose a
                              specified location    type of equipment's,     different gym       gym
                                                    capacity
                                                                                                       │
                                                                                                       ↓
Make a payment &       Choose a payment        Choose and plan        View available plans
Confirm booking   ←    method             ←    time slot         ←
```

User flow to workout with peers

Few Lofi-Rough Wireframes:
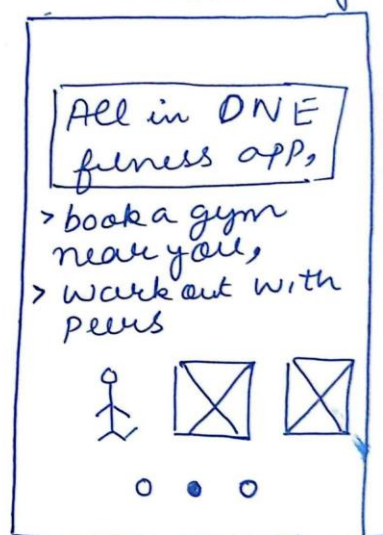
New User?
Sign up
Email
_____
Password
_____
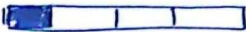Phone

(SIGN UP)
or using
(G) (f) (t)

Already existing
user? [Sign in]
o o •

Sign up/ Sign in
Screen

this feature
allows user click
the Photograph of
meal/snack to
add → upload →
System will autom
- atically add calories
to reports

ALXX INDIA 25XR [⌖]
Your Progress

Calories burned = m
Target = m   NOW = m
Days left = m
Recommend Exercise
[   ] [   ] [   ]

Find a | Connect
Gym near | with a
You | Health
              | Coach

🏠 🍴 🎵 💻

Home Screen
music

find the
available
GYM (local)
near you

Consult
and connect
with a
health
coach

< Workout ⋮

Q Search | ☰

Workout
Videos

Live
Sessions

⊙

Easy   Medium   Hard

Situps

learn in
10 min by
xxx x xx

| Require x x   Slow |

   �   �

Require   Watch agan

🏠 | ✂ | ◯ | 🖵 | 🎧
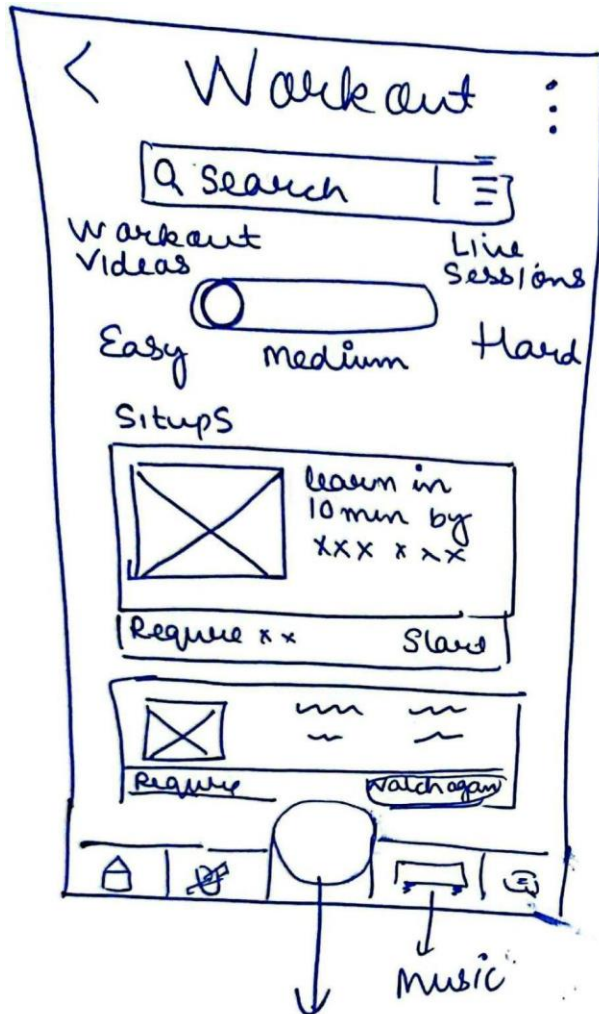
→ User have the
option to see
from library videos,
or live with
difficulty level

music

when clicked
on
workout
button

BOOK GYM ⋮

Ⓑ Name
Location

Gym nearby location

[ ] [ ] →

4★ rated   XXXX

Find a personal
trainer

[ ] [ ] →

when user clicks
on book a
gym nearby,
also shows to
find a personal
trainer

← Book GYM ⋮

. Your membership
Starts on the

[11 feb 2 2 | V]

for

[6 months | V]

. Preferred Slot

[7-8am]   [9-12pm]

[4 - 8pm]

[Confirm →]

User screen
when booking a
membership for
a GYM

← Recipes ⋮

[⌕ search   🖼 ≣]

~~Potato Salad~~
Potato Salad ☒

∿∿∿

[Ingredients | Recpes | Info]

•
• ____
•
• ____

⊕

→ add a new recipe in fav
list/app

Success Metrics:
- Number of successful bookings of the local gym listed on booking page
- % usage of Snap-Count-Calorie Feature
- Increase in the % user engagement of app
- Increment in the goals/activity in a week for active users of our app
- Overall Goal setting and progress tracking increases the engagement of the app

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