Overview

Goal: To create a fitness app for a specific demographic.

Target Audience: The target demographic are people with sporadic efforts in their workouts, and have trouble with maintaining a proper schedule to work out with. These people tend to be people who have a lot of work and responsibilities, as well as people who have symptoms of ADHD, autism, and similar conditions, which can't put in a consistent effort to work out.

Key Problems:
- "I am a person with certain mental conditions that make it hard to do tasks"
- "I want to get fitness into my schedule and get into shape but I can't stay consistent"
- "I have bad time management so I can't find time to work out"

A key problem for people with ADHD, autism, or other mental conditions, is that they struggle with consistency in their schedule. People who have busy schedules also may have difficulty getting a proper workout schedule. Both groups may have problems with making time for the workout, even though both groups want to get into fitness.

Solutions (keeping the user accountable to their workouts):
- Give user different kinds of workouts (users don't have to look for workouts)
- Streak systems (sunk cost fallacy)
- Points and goals (to encourage users to keep going)
- Reminders and schedules

To build consistency through reminders and other methods to encourage users to keep coming back to the app, and working out.

SWOT:
Strengths
- User friendly
- Has plenty of reminders to keep the user coming
- User does not have to search for workouts

Weaknesses
- Displays are not very attractive

Opportunities
- Getting more workouts
- Making the interface look more appealing
- Providing more incentives

Threats
- Competitors doing something similar
- Competitors having larger platforms

Competitors:
Potential competitors for this fitness app are Peloton, Adidas, Nike. This is because they have much larger platforms, and can reward users for using their app. They also incorporate no equipment workouts, and accommodate for a variety of situations.

Accessibility features:
- Straightforward to use - chosen because it allows a wide range of users to easily use and access the app
- Accommodates a variety of equipment situations - chosen because users may not have equipment required to do certain exercises