Overview / Elevator Pitch

The Occam's Protocol App is an iOS and Android application that allows users to easily manage their Occam's Protocol workout regimen, based on author Tim Ferriss's "The 4 Hour Body."

Primary User Stories

Scenario: Jeff

Jeff has recently read "The 4 Hour Body" and is specifically interested in Tim Ferriss's approach on building muscle, termed Occam's Protocol. Jeff is also, however, a busy professional and father of 3, and does not have time to build a series of spreadsheets and documents to manage his Occam's Protocol workout schedule and progress.

Instead, Jeff performs a Google search for "occams protocol iphone app," and finds there is indeed an "app for that." Now, instead of spending hours performing starting weight calculations, building spreadsheets, and logging data, Jeff downloads **The Occam's Protocol App (TOPA)**, and when he arrives at the gym, the application guides him through the startup process, gathering all the required information in a few clicks, and performing all of the necessary calculations based on Jeff's input.

A couple of days after Jeff's first workout, **the app** notifies him that it's time for his next workout tomorrow. The next day, Jeff heads to the gym, opens up **the app,** and the application tells him exactly which exercises he needs to perform, and how much weight to use.

Jeff continues this process through the 60 day Occam's Protocol cycle, gains 20lbs of muscle, and looks great for his spouse.

[you could add different scenarios & personas here]