Working out: Keeping Young Users Active and Healthy

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Problem Statement

Our users are having a challenging time getting into and/or staying motivated with their fitness routines since the global pandemic has caused massive gym shutdowns throughout the world.

Who is experiencing the problem?

Young adults ­who are not able to go to the gym.­

What is the problem?

Young adults are having a challenging time getting into and/or staying motivated with their fitness routines.

Where does the problem present itself?

The user is at home, especially now due to a pandemic with plenty of gyms closed or at half-ability.

Why does it matter?

Lots of young adults are now more motivated to start a fitness routine since they are urged to