**Module 2: Portfolio Milestone**

Matthew Uhlar

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Professor Farhad Bari

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**Purpose and Scope:**

The purpose of the Fitness Tracker App is to provide users with a comprehensive tool to monitor, analyze, and improve their fitness activities. The application will track various metrics, such as steps taken, calories burned, distance traveled, and workout routines. Additionally, it will offer features for setting fitness goals, monitoring progress, and receiving personalized recommendations based on user data. The scope of the app includes catering to both beginners and experienced fitness enthusiasts.

**Target Audience and Their Needs:**

The target audience for the Fitness Tracker App includes beginners, intermediate users, advanced users/athletes, and general users. Beginners are individuals new to fitness who require guidance on starting and maintaining a workout routine. Their needs include simple tracking, goal setting, and motivational features. Intermediate users have some fitness experience and wish to monitor their progress over time, needing detailed analytics and customizable workout plans. Advanced users or athletes are experienced fitness enthusiasts looking for in-depth data analysis, performance tracking, and integration with other fitness devices and applications. Lastly, general users are individuals interested in maintaining a healthy lifestyle through daily activity tracking and reminders.

**Key Features and Functionalities:**

The Fitness Tracker App will include several key features and functionalities to meet the diverse needs of its users. It will offer activity tracking, allowing users to monitor steps, distance, calories burned, and active minutes. Users will be able to log various workout types, such as running, cycling, and weightlifting, including details on duration and intensity. The app will support personalized fitness goal setting, such as daily steps and weekly workout sessions. Progress will be visualized through charts and graphs, helping users track their achievements over time. The app will integrate with wearable devices and other fitness applications for seamless data synchronization. Customizable reminders and notifications will keep users motivated for workouts, hydration, and rest. Social features will enable users to share achievements with friends and participate in challenges. Personalized recommendations will provide workout and health tips based on user data. Users can create and manage profiles with their personal fitness information, and an offline mode will allow activity tracking without an internet connection.

**UI/UX Requirements:**

The Fitness Tracker App will emphasize a user-friendly interface with simple and intuitive navigation, ensuring a minimal learning curve. The design will be responsive, allowing the app to function seamlessly across various devices and screen sizes. Visual appeal will be enhanced through engaging visuals, such as charts and progress bars, to effectively display data. Users will have options to personalize the app’s appearance and features, enhancing their overall experience. Accessibility will be a priority, ensuring the app is usable for individuals with disabilities, including features like voice commands and readable fonts. Real-time feedback will provide instant updates on activity tracking and goal progress.