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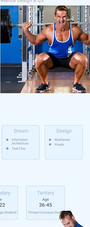
Muscle & Strength

Mobile Application | Research & UX



Project Brief

The mission of Muscle and Strength is to build a platform that connects people with the right information and products to reach their fitness goals faster.

The goal is to **develop mobile application and smart watch app** that provides personalized workouts, nutrition plans, and tracking tools to help users stay consistent and see results. The app should be easy to use, motivating, and flexible, ensuring fitness is an attainable lifestyle that fits their schedule.

Problem Statement

It is difficult for people to find **well-fitted workout plans and nutrition guidance** that fit their lifestyle, with applications in both free fitness activities, workouts, and nutrition plans, **which can be** hard to find **interest in keeping track of their fitness.**

Design Process

Discover	Define	Dream	Design
Secondary Research Survey Primary Research	User Persona Customer journey	Information Architecture User Flow	Wireframes Visuals

Target Audience

Primary	Secondary	Tertiary
Age 23-35 Professionals	Age 16-22 School & College Students	Age 36-45 Fitness Enthusiasts

Research

Secondary Research

We run surveys, and one to one interviews to better understand the user

The findings were as follows:

57% of the indians **spend at least 30 minutes** exercising at their fitness.

Indians mostly **prefer** to go to **gyms to workout.**

There has been a huge **emphasis** on fitness and wellness in the last few months due to the COVID-19 pandemic.

1 in 5 Indian adults **use a Smart Watch** or Fitness Band to track their fitness goals.

3 out of 10 fitness enthusiasts **use a fitness app.**

Indian people are more concerned about **nutrition** than **exercise.**

Online Survey

We run surveys in which 51 users took part. This helped us in actually understanding what the user needs are, they are looking for.

Male
Female
Prefer not to say
Yes
No
Maybe
Weight Loss
Muscle Gain
Stamina
Flexibility
Other
Daily
Weekly
Monthly
Rarely
Never
Home workouts
Gym workouts
Outdoor activities
Online classes
Personalized workout plans
Nutrition guidance
Progress tracking
Community support
Other
Yes, I'm willing to pay
No, I prefer free options
Depends on the price
Not sure
Yes, I'm willing to share
No, I prefer not to share
Depends on what I get in return