

Key Objectives

- AI-powered personal coaching
- personalized nutrition
- focuses on the user's health, wellbeing & mindset

Overall Strategy

- great ratings on all platforms
- 51 million users
- consistent and informative blog posts

Market Advantage

- Apple ratings: 4.6 (19k+ ratings), Google play ratings: 4.5 (200k+ ratings)
- a huge following/community on social media platforms



SWOT ANALYSIS

Strength

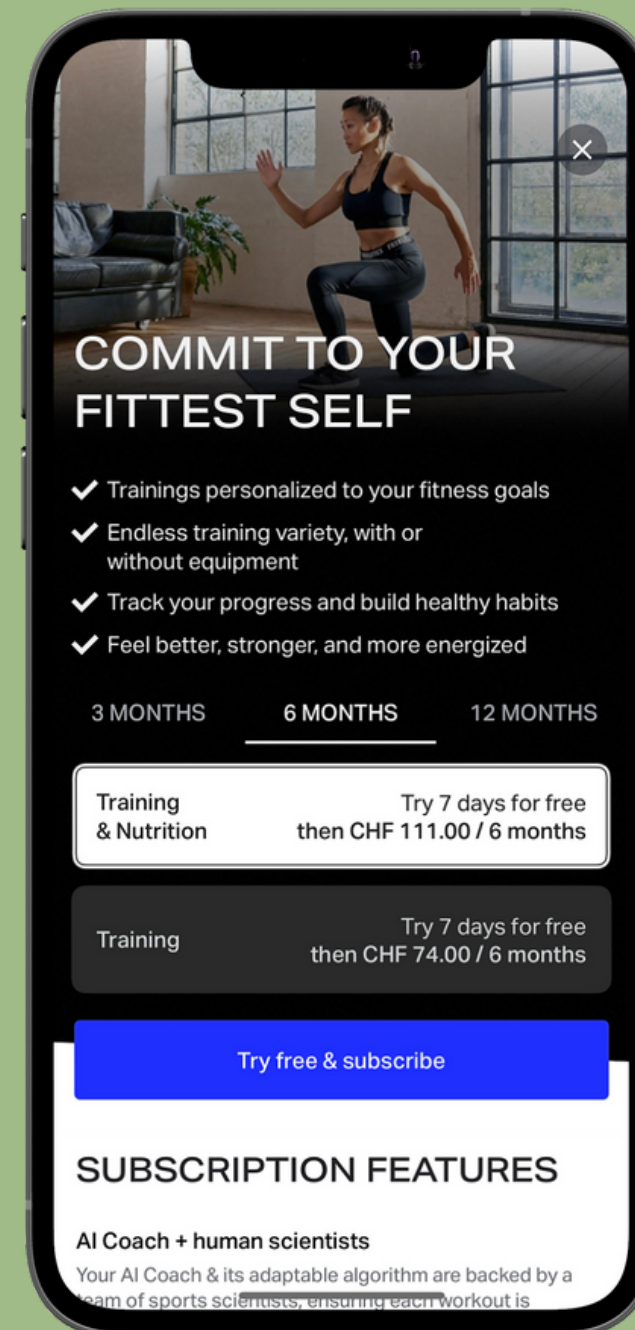
- personalized workouts which get adjusted automatically
- possibility to connect with various tracking devices and apple health app
- free version offers many features already
- App can be navigated from the Apple watch
- Community workout & challenges with friends are possible

Threats

- real-life personal trainers
- apps that focus more on habit building and helps the user's to stay motivated
- free app

Opportunities

- simplify the user flows
- give back to those who reach their goals, motivation
- desktop version
- improve menu bar in-app
- show more tracking info



Weaknesses

- monthly subscriptions are not possible
- onboarding questionnaire: the answers are extremely limited
- they haven't updated the community workouts since 10w
- reminders can't be personalized

Usability

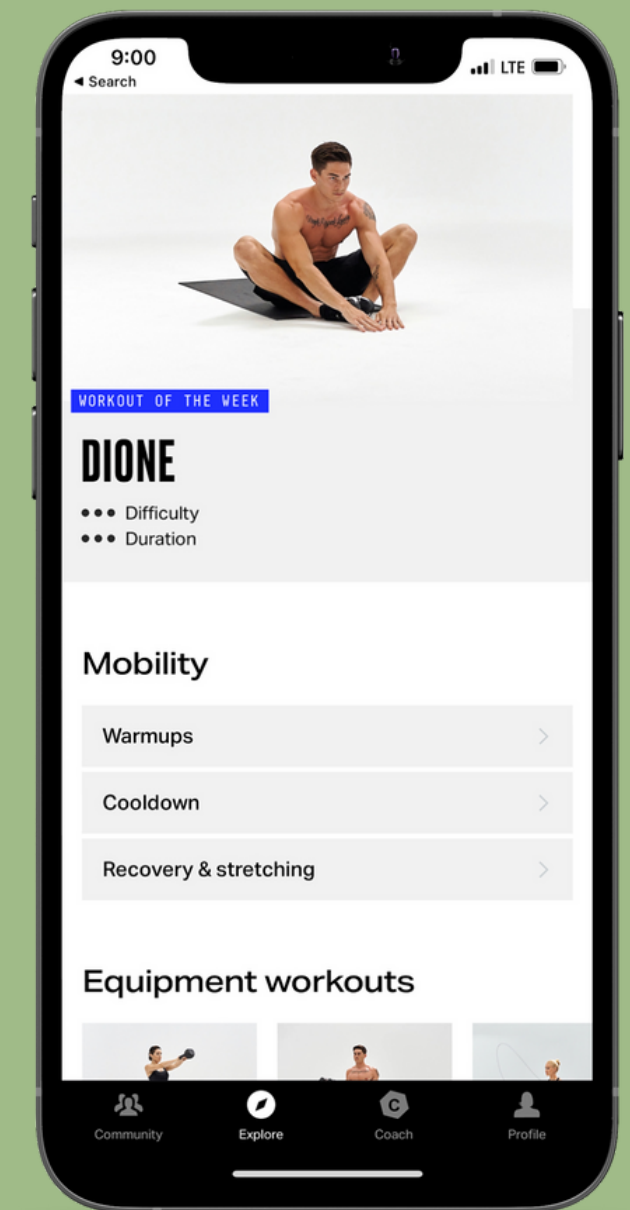
Freeletics is very easy to navigate, the onboarding and the goal-setting experience is very smooth and easy. Navigation with an apple watch during the exercise is great and simple. The app is pretty much self-explainable.

Layout

The coach site is very clear with my success as the very first thing and then what's on my daily plan. These are the two pieces of information that the user needs to be seeing as the first thing, and that's what you get. Also if you want to edit the days of exercising it's located right on the top right corner above the statistics which is great.

Compatibility

Freeletics currently supports iPhone, iPad, and Android devices.



Navigation Structure

The community feature is on the left side on the menu, I stumbled because I expected the most used feature there (the coaching). On the Community page there is a + button... but sadly it's not really clear what for and where it will be posting your inputs.

Differentiation

Freeletics differentiate itself by being AI-powered, with that the app can adjust itself to the users specific needs. Exercise sessions can easily be adapted if you don't have equipment or many other reasons which isn't seen in many other apps.

Calls To Action (CTA)

There are calls to actions to purchase the pro version and CTA's to purchase Freeletics equipment, this can be annoying after using the app for a while.

