Simplified Fitness Website / App

(still working on a name)

1. Introduction

- A fitness website aimed at people interested in getting into weightlifting, cardio, and general nutrition.

- The aim is to create a website that someone with no knowledge of nutrition or exercise could visit and come away with a better understanding of fitness. And able to generate a workout routine when the app portion is complete.

- The idea for a workout routine app is something I have thought about before I joined the bootcamp so I have a lot of ideas but initially would like to keep it simple. I would like to focus on building routines around a full body template as I think they are the easiest for beginners to follow while giving them the most bang for their buck. However, I would like to expand to other splits (upper/lower and PPL) eventually but again my primary focus is beginner to intermediate lifters.

2. Expected List of Features

- *Features of website* -

  I want the website portion to focus primarily on information laid out simply by each topic and easy to understand. As I work through the layout of the site, I believe there will be opportunities to include more interactive elements with the information.

  - **Topics separated by pages** that discuss what they are, why they are important, and most importantly how to apply them e.g., cardio, nutrition, muscle building, exercise selection, training styles etc.

  - **The use of cards** to display different training splits and their pros and cons.

  - **Using tables** to display example workouts and on the cardio page to explain a commonly used training method for getting into long distance running.

  - **Possibly a tool on the nutrition** page to help illustrate weight gain and loss calculation.

- *Features of Application* -

  The main idea of the app is to give the user a workout routine to follow, and this is generated based on the inputs from the user about their preferences.

  - **Exercise selection**, I would like to user to be able to include or omit certain exercises for various reasons so it does not generate in their routine (can't do that lift due to injury, don't have access to that equipment, etc.).
  - **Frequency and days of week**, the user should be able to select which days of the week they want to work out.
  - **Cardio and stretching**, the user will have the option to include cardio and/or stretching in their routine. Ideally providing the correct type of stretching as well before or after the workout.
  - **Muscle Focus,** even with a full body routine it is common for people to focus on more of the lower body or upper body. This would affect the exercise selection and volume to shift it towards the body part focus.
  - Eventually I would like to expand this out more to include weight tracking, rep increases, and data charting but I want to get the core app done before adding too many features.

3. Market Survey

- https://www.fitnessblender.com/healthy-living/health - This site has a general idea similar to mine but most of the information is locked behind paywalls. While I think it is probably useful for a lot of people, the focus is more of telling their user what to do instead of educating them on the topics.
- https://www.12minuteathlete.com/app/ - This site functions primarily to advertise their app. The workouts themselves maybe useful but I am more focused on giving user an entry point to a lifestyle change instead of quick workouts.
- https://www.healthline.com/nutrition/how-to-start-exercising - Surprisingly Healthline actually has something closer to what I am going for despite the website essentially being another WebMD. However, the website, or this article, does not go too in dept to educate someone on how to get started. Also, there is far too much "noise" that distracts the reading for the topic at hand.

- There are almost too many to link but I find that a lot of the websites that exist in the fitness world focus largely on selling a product. Obviously, there is nothing wrong with that, but I do feel like it does seem to create a mystique around training that makes it hard for people to get into fitness.

4. References

- **http://liamrosen.com/fitness.html#mindset** – This is likely going to be my primary reference for the website as it does an amazing job of explaining the concepts I want to cover and how to train properly. Ideally my website would include similar information but structured and displayed in a more interesting way to keep the user engaged and learning.

- **http://www.fitnotesapp.com/** - This is the app I currently use on my android phone to track my lifts. It is extremely simple to use, and the interface is layout in a way that makes it easy to use while working out without feeling like you are on your phone the whole time. This is my primary inspiration for the app. However, my knowledge this app does not generate workouts or tell you what to do, only record what you have done.