



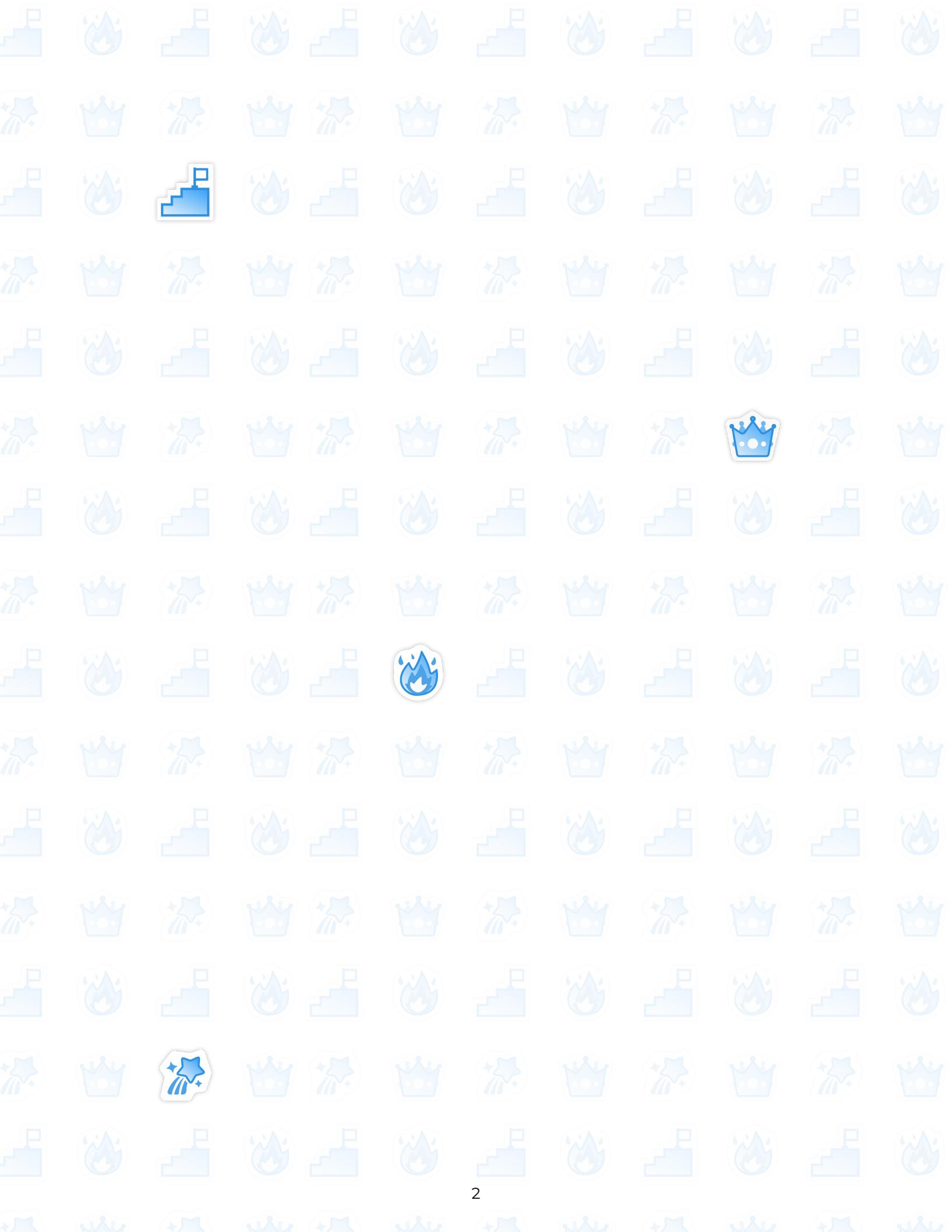
 **BodyBuddy**

All you need to start your fitness journey

[www.bodybuddy.me](http://www.bodybuddy.me)

snəwəyət leləm.  
THE COLLEGE OF HIGHER LEARNING.

Langara.  
THE COLLEGE OF HIGHER LEARNING.



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# Project Overview

BodyBuddy is an AI-powered fitness web platform for people who want to exercise in their own homes or on the go, at their own pace. The platform offers an effective fitness experience without the need for a gym or personal trainer and without the worry of time and location constraints. The AI analysis checks your form in real-time, ensuring correct posture for a safe and effective workout. It also helps you create personalized workout plans based on your fitness level and goals. Plus, the progress dashboard keeps you motivated, making it easier to stay on track and maintain a regular workout routine, even when exercising alone!



# Main Features



## Guided Workout through Motion Tracking

Real-time feedback on exercise form through motion tracking helps users correct improper movements, prevent injury, and ensure effective workouts by maintaining proper form.

We use machine learning models to detect posture in real-time from webcam footage, tracking the coordinates of 33 body points. Based on this positional data, the system evaluates the user's movements by calculating joint angles and other key metrics during exercises, supporting users. The tracked joint angles are displayed through an overlay, which also includes real-time updates on the key metrics, correctional cues, and an exercise demonstration from the demo library.



## Personalized Exercise Plan

AI assistance analyzes user input, including exercise experience, level, goal, and other preferences, and generates a tailored exercise plan for users.

OpenAI generated personalized workout plans by leveraging user-specific templates and settings. The generated plan is adapted to individual needs and forms a goal-oriented and structured fitness journey. Open AI's integration ensures the design of a program that evolves based on the user's feedback and progress. Together with motion-tracking guided workouts, BodyBuddy minimizes one of the biggest challenges for fitness beginners by offering a clear plan and action guide.



## Data Visualisation of User Workout Progress

Visually displaying workout history, achievements, and progress toward goals helps maintain user motivation and supports goal achievement by tracking growth.

To help maintain user motivation, the system uses generative AI to suggest personalized workout routines and schedules tailored to the user's goals, exercise frequency, and preferences, helping to create plans that align with their individual needs. From the dashboard, the user can view their personal growth over various lengths of time through an interactive chart. Users can also view the complete details of each workout they've done, along with video recordings of each session they've chosen to record, in the history section of their profile. Users can also see all the achievements and badges they've earned on the Wall of Fame, which can be accessed through both the dashboard and their profile.

# Data-Driven Feature

BodyBuddy leverages a comprehensive set of data to offer personalized workout experiences and track user progress in real time. The data is primarily divided into two categories: user-provided input data and real-time data generated during workouts. These data points allow BodyBuddy to dynamically tailor workout routines and provide meaningful insights, enhancing the user's fitness journey.

## Types of Data Sources

BodyBuddy's data sources can be categorized into two main types:

**User-provided input data:** This refers to user-provided information such as profile details (age, gender, goals, fitness level, workout schedule) and exercise preferences.

**Real-Time data:** During workouts, various metrics are captured, including posture information derived from machine learning models tracking the coordinates of 33 body points. Additionally, workout data such as sets, reps, calories burned, and overall progress are recorded.

Both input and real-time data are continuously updated based on the user's interaction, ensuring that the information is always up-to-date and reflective of the user's ongoing fitness progress.

## Relevance to User Experience

The data-driven approach ensures that users can effectively reach their fitness goals. BodyBuddy provides real-time insights into performance, helping users adjust their routines as needed.

Posture feedback guarantees safe and effective workouts, while visualized metrics keep users motivated by highlighting progress and achievements. This continuous, personalized feedback loop makes workouts more engaging and helps users stay on track.

## Data Interaction and User Engagement

BodyBuddy's data evolves in real time, continuously reflecting changes in user behavior and performance. As the user updates their profile (age, weight, fitness goals), the AI selects exercises that match the user's preferences and customizes the program. During workouts, BodyBuddy tracks key metrics like posture, workout duration, sets, reps, and calories burned.

For posture detection, BodyBuddy utilizes a model provided by Google's well-established MediaPipe framework. This model monitors the coordinates of 33 body points to provide real-time feedback. For example, if a user bends their knees excessively during an exercise, BodyBuddy immediately notifies them to correct their form, helping them maintain proper technique. MediaPipe also offers flexibility for future customization, allowing refining the model using its own data. After each session, these metrics are automatically updated to give users a detailed view of their performance and progress.

## Data Privacy and Security

BodyBuddy takes user data privacy seriously. All data transfers between the client and the server are encrypted using HTTPS, ensuring that sensitive information is securely transmitted.

The platform employs JWT-based authentication, ensuring that only authorized users can access their profile and workout data. While Supabase handles the backend data management, strict access controls are enforced, aligning with industry-standard security practices.

# Competitive Analysis

**BodyBuddy** offers an adaptive, personalized training program that tracks user progress. It provides guided workout by motion tracking, providing real-time cues and corrections. With the focus on bodyweight exercises, It's designed for casual users and beginners who want to start exercising at home.

					
	BodyBuddy	Tempo Move	Freeletics	FitOn	Fitness AI
Guided Workouts by Motion Tracking	✓	✓	✗	✗	✗
Exercise Video Library	✓	✓	✓	✓	✗
Tracking User Workout Progress	✓	✓	✓	✓	✓
Personalized Workout Plan	✓	✓	✓	✓	✓
Record Workout Sessions	✓	✗	✗	✗	✗

## Tempo Move

[tempo.fit/move](http://tempo.fit/move)

(Mobile - iOS only)

Tempo uses 3D sensors and motion tracking to guide users through strength training and HIIT workouts, offering real-time form feedback and adjustment suggestions. Tempo's motion-tracking focus on real-time cues and joint alignment.

## Freeletics

[www.freeletics.com](http://www.freeletics.com)

(Mobile & Web)

Freeletics offers AI-driven, personalized workout plans tailored to users' goals and fitness levels. It includes video tutorials and focuses on home-based, bodyweight exercises.

## FitOn

[www.fitonapp.com](http://www.fitonapp.com)

(Mobile & Web)

FitOn provides free workout plans with guided video exercises that target different fitness goals. It uses a mix of celebrity trainers and AI-powered customization to offer users a flexible fitness experience at home. FitOn is tailored to casual users.

## Fitness AI

[www.fitnessai.com](http://www.fitnessai.com)

(Mobile)

Fitness AI offers personalized strength training plans driven by machine learning, focusing on optimizing hypertrophy and performance improvements. It doesn't include video demonstrations, relying on text-based guidance instead.

# Personas

## Power User

### Jane Lee

**Age:**

34

**Occupation:**

Marketing Coordinator

**Location:**

Vancouver

Jane is a busy marketing professional. She wants to have a healthy lifestyle, but she struggles to find time to do so. Even when she finds a way to start, she struggles to keep the habit going. Jane prefers working out at home, where she can enjoy the flexibility of her schedule. She also likes following guided instructions, to avoid injury, and ensure she's doing the exercises correctly.



## Frustrations

- Feels unsure about her workout techniques and sometimes experiences discomfort due to improper form.
- She is often discouraged by a lack of immediate feedback or progress tracking, leading to inconsistent fitness efforts.
- Time limitations due to work and family responsibilities.

## Goals

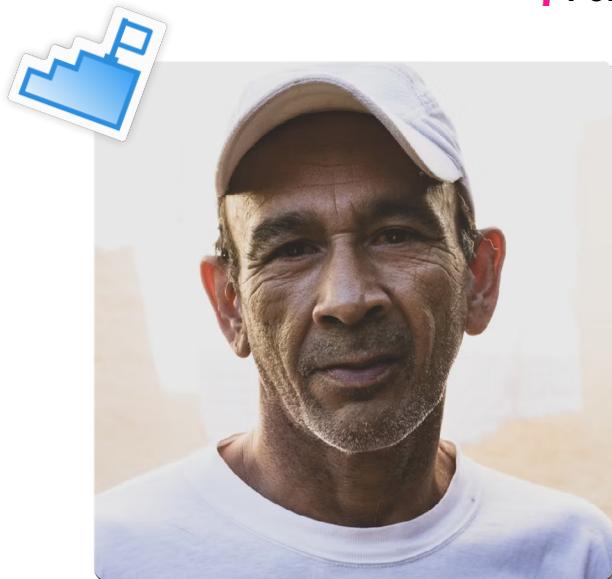
- Establish a consistent workout routine that she can follow without needing to go to a gym.
- Stay healthy and avoid injuries while working out.
- Build stamina and strength while tracking her progress over time.

## Average User

# Jonathon Williams

**Age:** 63  
**Occupation:** Retiree  
**Location:** Calgary

Jonathon is committed to improving his physical and mental well-being. With a focus on safety and enjoyment, he is eager to discover low-impact home exercise routines that he can incorporate into his daily life. He believes in the power of regular exercise to build strength and boost overall health.



## Frustrations

- Doesn't want to invest in exercise equipment
- Not willing to participate in high intensity exercise
- Lacks exercise knowledge, so not sure where to start

## Goals

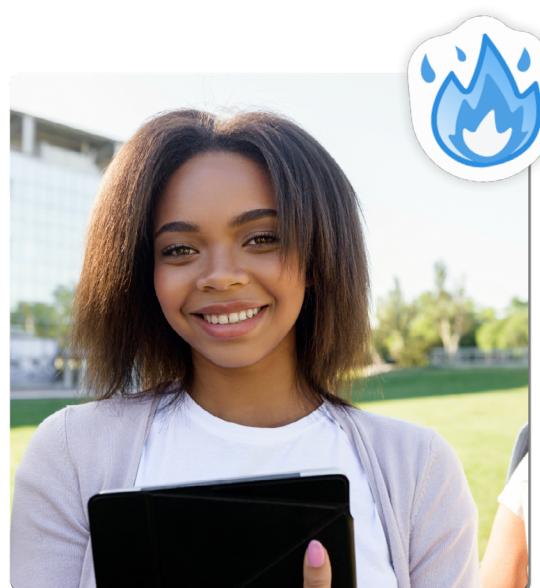
- Have a low-impact exercise plan tailored for him
- Need some easy-to-follow instructions for workout
- Avoid injury and consider physical limitations
- Increase mobility and flexibility so he can reduce stiffness and improve movement

## Casual User

# Sophia Smith

**Age:** 21  
**Occupation:** College Student  
**Location:** Edmonton

Sophia is a 21-year-old college student who wants to get fit and healthy, but doesn't have the time or money to invest in a gym membership or a personal trainer. She wants fitness to be a part of her identity, but first she has to start building a regular exercise habit from the comfort of home.



## Frustrations

- She has limited space, due to her college environment
- She has limited time to do exercise workout because of school commitments
- Her budget is limited, so she can't afford a gym membership or personal trainer

## Goals

- Build a habit of burning calories every day
- Get the most out of exercise with the least amount of resources necessary
- Take the first steps, in order to make fitness part of her identity.

# Project Milestones

## Design

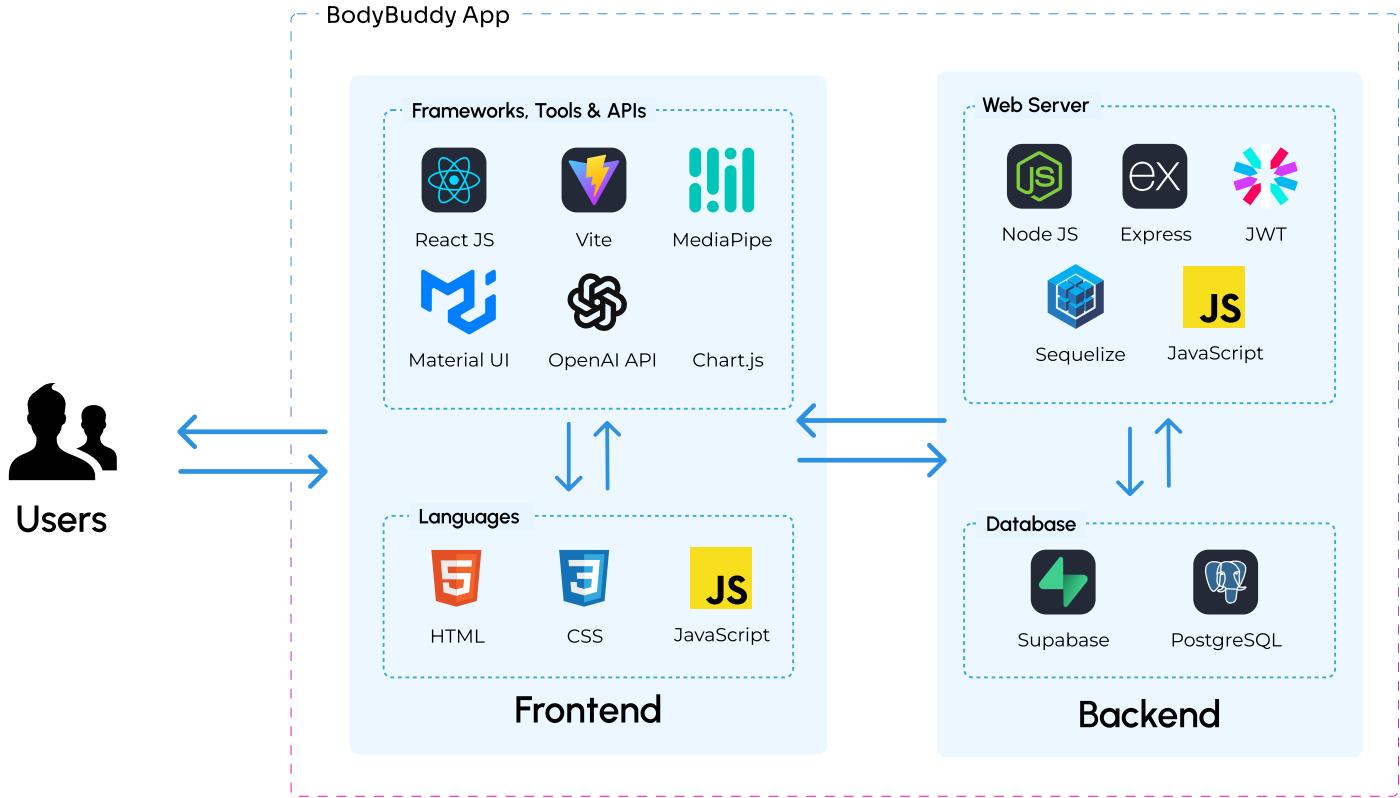
<b>Week 1</b>	Brainstorm & Research Ideas
<b>Week 2</b>	Design Workshop, Market Research, Personas
<b>Week 3</b>	User Journey, User Flow, Branding Research
<b>Week 4</b>	Branding Assets, Wireframes, UI Kit
<b>Week 5</b>	Wireframes Revised, Mockups, UI Kit Revised
<b>Week 6</b>	Mockups Refined, Prototype Planning, UI Kit Lockdown
<b>Week 7</b>	Prototype Main Features
<b>Week 8</b>	Full Functional Prototype
<b>Week 9</b>	Usability Testing
<b>Week 10</b>	Social Marketing Strategy and Assets
<b>Week 11</b>	Print Ready Promotional Materials
<b>Week 12</b>	Pitch Finalized, Presentation Dry Run
<b>Week 13</b>	Final Presentation

# Development

<b>Week 1</b>	Brainstorm & Research Ideas
<b>Week 2</b>	Technical Research, Tech Stack Definition & GitHub Repository Setup
<b>Week 3</b>	Backend Configuration (Server, Database & APIs)
<b>Week 4</b>	Pages, Routes, Basic Components, Authentication, & Data models
<b>Week 5</b>	Exercises Library, Single Exercise Session, & UI Implementation
<b>Week 6</b>	Program Generation & Data Visualization
<b>Week 7</b>	Program Completion & Finish UI Implementation
<b>Week 8</b>	Alpha Build
<b>Week 9</b>	Voice Feedback, Session Recording, Bug Bashing & Optimization
<b>Week 10</b>	Beta Build
<b>Week 11-12</b>	Bug Bashing & Optimization
<b>Week 13</b>	Final Presentation

# Technical Overview

## Tech Stack / System Architecture



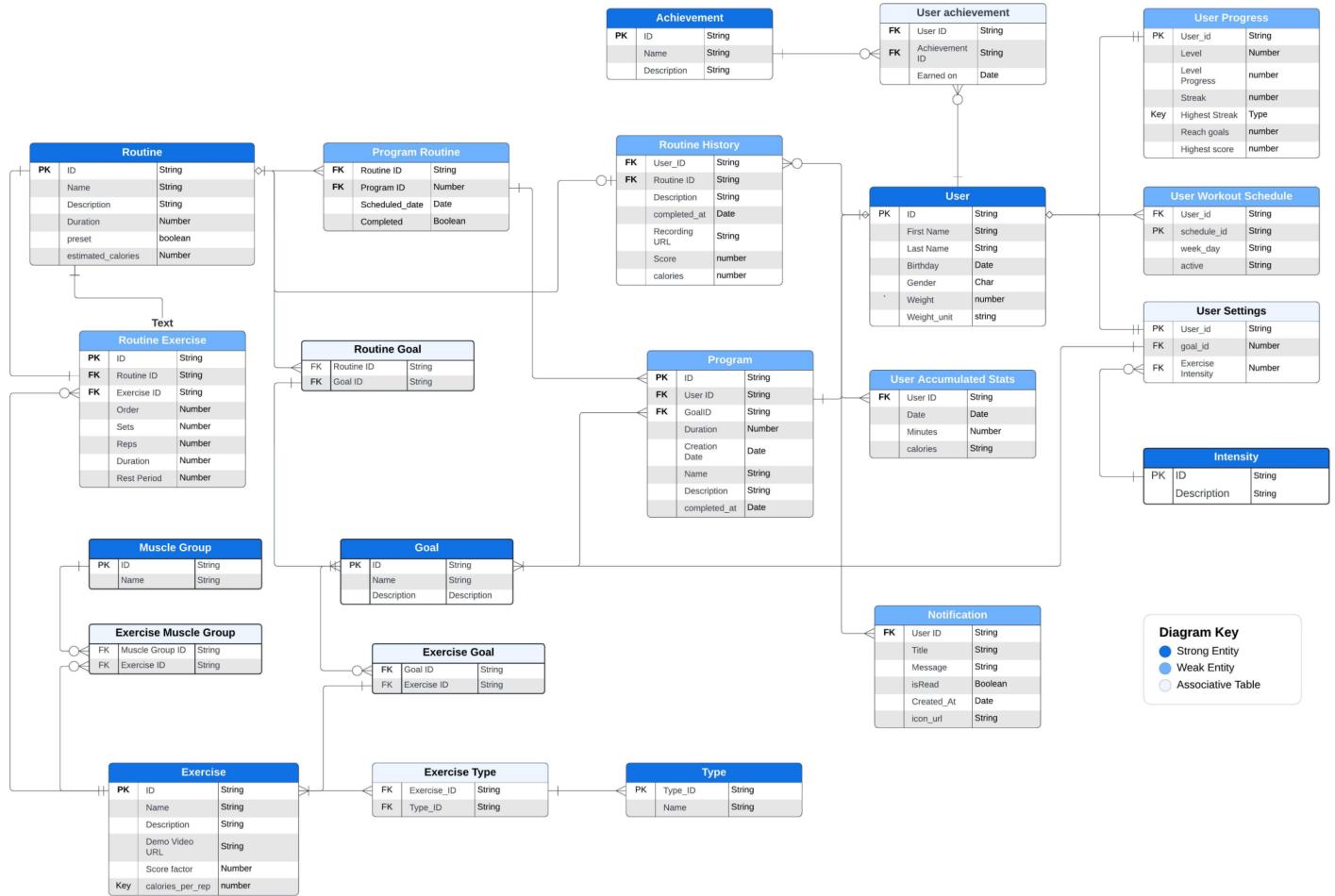
React—paired with Vite—was our choice for the front-end as it is the industry standard for building responsive and dynamic user interfaces, and Vite makes development faster with its lightning-fast build times. For styling, Material UI was a natural fit. Built for React, it allowed us to quickly develop a visually appealing and responsive interface. For its ease of use, Chart.js was the obvious choice for the data visualization features.

As for the AI-powered functionalities we used MediaPipe library and OpenAI API. MediaPipe provides pre-trained models for posture detection that can be customized to meet our app's needs. This enabled us to integrate real-time performance

feedback using the webcam effectively. To generate personalized workout plans, we integrated the OpenAI API, which delivers high-quality outputs based on templates and variables we designed.

On the back end, Node.js and Express power our server. We chose Node.js for its performance and scalability and Express for its simplicity and our familiarity with it. Finally, for our database, we opted for a relational database due to the consistency and availability benefits of this database type. As the database provider, we picked the Supabase platform because it fulfills all our data storage requirements and because it has a very similar interface to Firebase, which we all used previously.

# Data Model



For our database, we opted for a relational database due to the consistency and availability benefits of this database type. The above data models were implemented on Supabase as a PostgreSQL database. To store media such as achievements icons and user's routine session videos, we used Supabase's Storage feature.

# Software

## Design

The design team used Figma to collaborate on UX and UI tasks, Adobe Illustrator and Photoshop to create UI assets, Adobe After Effects to create animations, and Adobe InDesign to create the project proposal.



Figma



Illustrator



InDesign



Photoshop



After Effects

## Project Management

The team used Trello as the main project management tool, slack for communication, and GitHub for collaborative development work and bug reporting.



Trello



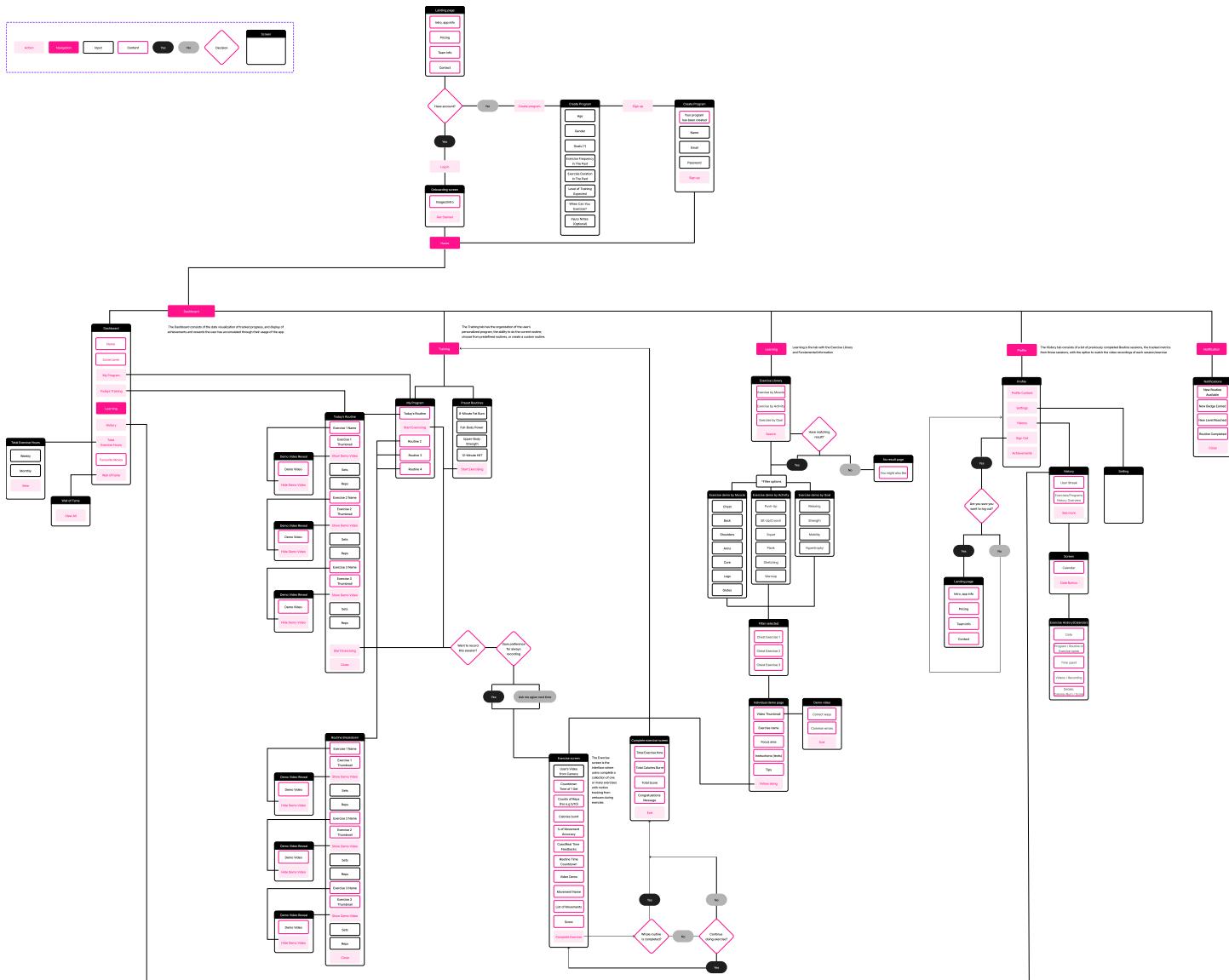
GitHub



Slack

# User Flow

The design team first created the user flow to lay out the blueprint for how each of the features interact. It was a critical to understand the interaction between the training feature, the learning feature, and the exercise screens, as well as how user history would be tracked and recorded in the dashboard and profile.



# Wireframes

The design team created various wireframe iterations to construct and improve the UX of BodyBuddy's core features in accordance with the architecture of the user flow.

The wireframes illustrate the following features:

- Dashboard:** Shows a user profile (e.g., Trang Nguyen Thuy, Level 2), streaks (5 Week Streaks, 5 Best Streaks), and a bar chart of daily activity (Total 500 min).
- Profile:** Shows a user profile (e.g., Haley Grimes, Birthday: 1995-01-01), primary goal (Lower Weight & Burn Fat), exercise history (Oct 04 2024: Routine 2: Core Stability and hip Strength), and reach goals (148 Times, 20 Weeks).
- History:** Shows a timeline of exercise history from Oct 04 2024 to Sep 24 2024, with a bar chart of total duration (Total 500 min).
- Programs:** Shows premade routines like "Today's Routine" (Lower Body Strength) and "Week 2 / 3" (Full Body Strength, Lower Body Strength, Core Stability and hip Mobility).
- Exercises by Muscle:** Shows exercises categorized by muscle group (e.g., Beginner, Shoulder, Chest, Back, Arms, Core, Legs) with video thumbnails.
- Back to My Program:** Shows a large video thumbnail for a squat exercise, with instructions: "Lower your hips toward the ground", "Make sure to keep your back straight and your eyes forward", and "Make sure to not let your knees go past your toes".
- Squat Details:** Shows a video thumbnail for a squat exercise, with difficulty level (Beginner), focus area (Legs), and goal (Get stronger). It includes a "PRACTICE" button.
- Squat Exercise Screen:** Shows a camera view with a red crosshair, a progress bar (80% Posture correct), and a score (1/12). It says "Keep your chest up".
- Squat Summary Screen:** Shows a summary of the squat exercise: "Squat", "10 sets x 5 reps", "GIF", "400 Calories", "60 Score", and "Next".
- Squat Details (Dark Mode):** Shows a dark mode version of the squat details screen with a "Squat" button and a "PRACTICE" button.
- Squat Exercise Screen (Dark Mode):** Shows a dark mode version of the squat exercise screen with a camera view, a progress bar (80% Posture correct), and a score (1/12). It says "Keep your chest up".
- Squat Summary Screen (Dark Mode):** Shows a dark mode version of the squat summary screen with a "Squat" button and a "PRACTICE" button.

# Mockups

After finalizing the UX through wireframes, the UI was brought to life through high-fidelity mockups. The team decided to utilize a light mode theme to ensure screen visibility during daytime, indoor, and outdoor use. A touch of energetic vibrance was incorporated through soft gradients, stimulating a welcoming exercise atmosphere for our users.

The mockups illustrate the final user interface for the BodyBuddy app, featuring a light mode theme with soft gradients and a clean layout.

- Dashboard (Top Left):** Shows the user's profile (Trang Nguyen Thuy, Level 2, 500/1000 points), streaks (5 weeks streaks, 5 best streaks), and a bar chart of daily activity (Total 500 min). It also includes a 'Master the Moves' section with video thumbnails for Squat, Squat, and Side Lunges.
- Profile (Top Middle):** Displays the user's profile (Trang Nguyen Thuy, Level 2, 500/1000 points), birthday (June 19, 1995), weight (75kg), and primary goal (Lose Weight & Burn Fat). It shows exercise frequency (At least once a week), intensity (Quite intense), and when can you exercise (Monday, Thursday, Friday, Saturday, Sunday). The 'Wall of Fame' section is also visible.
- Profile (Top Right):** Shows the user's profile (bartholemew brownington, Level 2, 500/1000 points), birthday (June 19, 1995), weight (75kg), and primary goal (Lose Weight & Burn Fat). It shows exercise frequency (At least once a week), intensity (Quite intense), and when can you exercise (Monday, Thursday, Friday, Saturday, Sunday). The 'Wall of Fame' section is also visible.
- History (Bottom Left):** Displays a list of training sessions with dates and descriptions. Sessions include:
  - Today: Lower Body Strength
  - Oct 04 2024: Core Stability and Hip Strength
  - Oct 03 2024: Quick Lower Body Strength
  - Oct 02 2024: Upper Body Muscle Mass
  - Oct 01 2024: Full Body Strength
  - Sep 29 2024: Lower Body Strength
  - Sep 28 2024: Core Stability and Hip Strength
  - Sep 26 2024: Full Body Strength
- History (Bottom Middle):** Shows a large video thumbnail of a man performing a plank exercise with a foam roller. Below the video, it displays the user's profile (bartholemew brownington, Level 2, 500/1000 points) and the 'Wall of Fame' section.
- History (Bottom Right):** Displays a list of training sessions with dates and descriptions. Sessions include:
  - Today: Lower Body Strength
  - Oct 04 2024: Core Stability and Hip Strength
  - Oct 03 2024: Quick Lower Body Strength
  - Oct 02 2024: Upper Body Muscle Mass
  - Oct 01 2024: Full Body Strength
  - Sep 29 2024: Lower Body Strength
  - Sep 28 2024: Core Stability and Hip Strength
  - Sep 26 2024: Full Body Strength

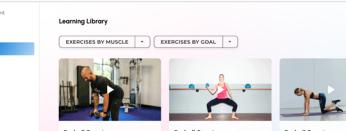
The screenshot shows the BodyBuddy app interface. At the top, there's a navigation bar with icons for Home, Dashboard, Training, Learning, and Profile. The 'Training' tab is selected, indicated by a blue background and a white icon. Below the navigation is a sub-menu for 'My Program' with 'Premade Routines' and a search bar. The main content area is titled 'Today's Routine' and 'Lower Body Strength'. It lists three exercises: Squats, Side Lunges, and Alternating Reverse Lunges, each with 12 Reps and 3 Sets. There are buttons for '30 mins', '300 kcal', 'Beginner', 'Large', and 'Hard'. To the right, a calendar shows the week from Monday to Sunday. On the far right, there's a sidebar for 'Week 2 of 3' with 'Lower Body Strength' and a list of four exercises: Lower Body Muscle Mass, Core Stability and Hip Mobility, Upper Body Muscle Mass, and Lower Body Strength, each with a 'View' button.

The screenshot shows a mobile application interface for 'Bodybuddy'. The top navigation bar includes 'Bodybuddy', 'Dashboard', 'Training', 'Learning', and 'Home'. The main content area features a large image of a shirtless man in profile, demonstrating a squat. Below the image, the word 'Squat' is displayed in large, bold letters. To the right of the image is a 'Close' button. To the left is a 'Dumbbell' icon. A list of instructions for the squat is provided:

- Set your feet shoulder-width apart.
- By bending at your knees, sink your hips toward your ankles.
- Make sure to not let your knees go past your toes.
- After squatting to the lowest point, begin returning to an upright position.
- Make sure to keep your eyes forward and your back straight.

At the bottom of the screen are two buttons: 'Focus Area' with a 'Legs' icon and 'Goal' with a 'Get Stronger' icon. The background of the app shows a blurred view of other training programs.

The screenshot shows the 'Today's Routine' section for 'Lower Body Strength' with three exercises: Squats, Side Lunges, and Alternating Reverse Lunges, each with 12 reps and 3 sets. It also shows the 'Week 2 of 3' section for 'Full Body Strength' with three exercises: Oct 11th Lower Body Strength, Oct 11th Core Stability and Hip Mobility, and Oct 11th Upper Body Muscle Mass, each with 10 sets. The 'Oct 13th Full Body Strength' section is partially visible at the bottom.



Dashboard

Training

**Learning**

Profile

Exercises by Muscle



## Squat

1. Press your elbow into the floor.

2. Pick your hips up off the ground and maintain this position for the allotted amount of time.

3. Make sure you don't let your chest fall forward or backward.

Focus Area: Legs

Goal: Get Stronger

Practice

A woman in a pink tank top and black leggings is performing a squat with dumbbells. She is holding blue dumbbells at shoulder height. The background shows a white wall and a wooden floor. The image is part of a mobile application interface, with a progress bar at the bottom showing 100% completion.

The image is a screenshot of a fitness application. At the top, there is a progress bar with a pink-to-white gradient, a camera icon with a '1' inside, a timer icon with '00:00', and a 'X' icon. Below the progress bar, a large circular icon with a '5' inside has a red border. To the right of this icon are two smaller circular icons with '11' and '12' inside. The main content area shows a man in a black tank top and black shorts performing a side lunge. To the right of the image, the word 'Squat' is displayed in large bold letters, followed by '10 sets x 5 reps'. At the bottom, there is a 'Next >' button, a 'Side Lunges' section with '3 sets x 12 reps', and a 'Skip this exercise' button.

80% Posture correct

Keep your chest up

1/12

Next ▾

Side Lunge

Score: 600

Calories: 400

60

Score

# UI Kit

The UX and UI were constructed through a UI kit composed of reusable components, and in adherence to the brand guidelines set by the team. Material UI Library components were used to expedite the initial wireframe stage, but all components were customized and redesigned for the creation of mockups. For Typography, BodyBuddy uses Urbanist as the headline typeface, Montserrat as the body copy typeface, while following a major third type scale. All UI kit components and assets were tested to pass AAA WCAG accessibility standards.

## Typography

### Headlines and Titles

Urbanist 700      Urbanist 400

h1	61px	This is Headline 1
h2	49px	This is Headline 2
h3	39px	This is Headline 3
h4	31px	This is Headline 4
h5	25px	This is Headline 5
h6	20px	This is Headline 6

### Body

Montserrat 700      Montserrat 400

xxL	38px	Extra-Extra-Large Body Text
XL	28px	Extra-Large Body Text
L	21px	Large Body Text
M	16px	Medium Body Text
S	14px	Small Body Text

## Color



# Iconography

Navigation



Notification



Learning Page



Training Session



Streaks



Result Page



Pop ups



Congratulation



Demo video



Edit



Hamburger



Checkmark



Newbie No More



Consistency Champ



Calorie Crusher

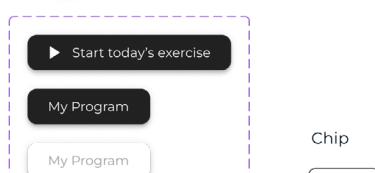


Streak Star

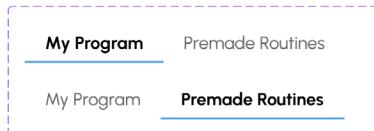


# Buttons & Navigation

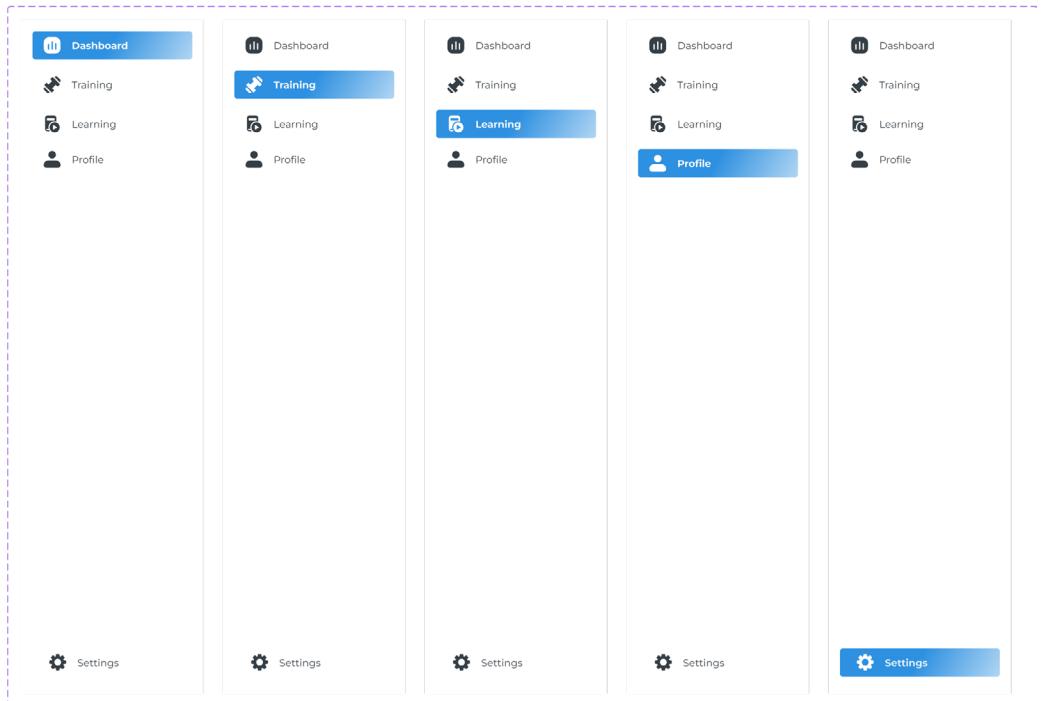
Buttons



Tabs



Navigation



# Components

## Weekly routine

Oct 7th: Lower Body Strength

Oct 9th: Core Stability and Hip Mobility

Oct 11th: Upper Body Muscle Mass

Oct 13th: Full Body Strength

## Exercise routine

Squats 12 Reps 3 Sets

Squats 12 Reps 3 Sets

## Thumbnails



## Learning cards

Quick Upper Body Strength

30 mins 300 Kcal Strength Legs Hips

Squat

Press your elbow into the floor  
Push your hips up off the ground and maintain this position for the allotted amount of time.  
Make sure you don't let your chest fall forward or backward.

Focus Areas: Legs Goal: Get Stronger

Barbell Squat

Legs Relaxing

## Pop ups

Just a few more questions to help us create a perfect exercise plan for you.  
Your progress will not be saved if you quit now.

You haven't completed the routine yet.  
Do you want to continue finishing today's goal?  
Your progress will not be saved if you stop exercising now.

Would you like to record your exercise session?  
Yes No  
The recordings will be saved in your history for your personal progress tracking.

Would you like to record your exercise session?  
Yes No  
The recordings will be saved in your history for your personal progress tracking.

Please rotate your phone to start exercising  
Some information will not be displayed as there is mobile screen size limit. We recommend using your desktop browser to have the best experience.

## Web

bartholemew  
brownington

Level 2 Earn 700 points to level up  
500/1200

Birthday June 19, 1965

Weight 75kg

Mobile

## Profile Duration

DURATION OCT 05 - SEP10

Profile History Off

Profile History On

Oct 04 2024

Core Stability and Hip Strength

30 mins 300 kcal

## Profile Calendar

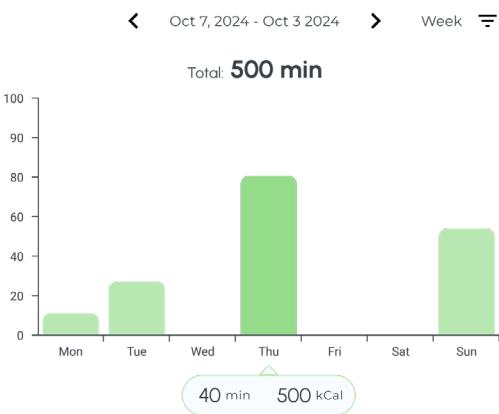
Customize

September 2023 October 2024

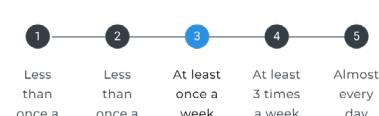
S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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CANCEL OK

## Progress Chart



## Goal Frequency



## Weekly Schedule



## Goal Progress



## Weekly Streak

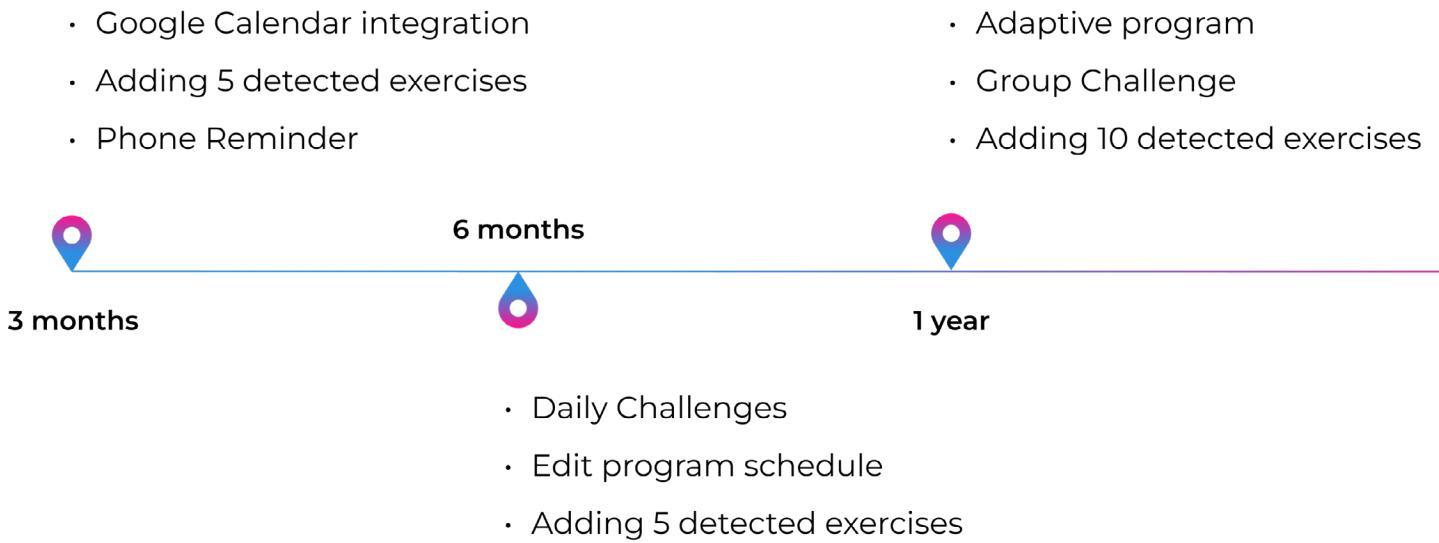


# Business Strategy

Starter	Pro	Enterprise
<b>Free</b>	<b>CAD\$ 4.99</b> /user/month	Custom needs
Everything you need to get started	Explore all features without limit	Valuable custom package for organization
<ul style="list-style-type: none"><li>✓ 2 months exercise plan generation</li><li>✓ 20 exercises unlocked</li><li>✓ 2GB storage for recording videos</li></ul>	<ul style="list-style-type: none"><li>✓ Unlimited exercise plan generation</li><li>✓ Unlimited exercises unlocked</li><li>✓ Unlimited storage for recording videos</li></ul>	<ul style="list-style-type: none"><li>✓ Custom group exercise plan</li><li>✓ Progress tracking and report for organization</li><li>✓ Stay motivated and healthy together!</li></ul>
Unlimited trial	Comes with 21-day trial	Always happy to chat!

BodyBuddy is implementing a freemium subscription model with both B2C and B2B delivery. This strategy allows for scalability as a SaaS product while allowing users to try out the product features without any drawbacks. The starter package is available for all users, offering 2 months of exercise plan generation, 20 exercises unlocked, and 2GB of cloud video data storage. For just \$4.99 a month, users can receive unlimited use of all the features. There is also an enterprise package available for businesses and organizations dedicated to improving the health and fitness of their employees and members.

# Future Roadmap



In future versions, BodyBuddy will incorporate Google Calendar integration and phone reminders to further assist in strengthening our users' exercise habits. The team will also steadily add more exercises in the extensive exercise library to give the BodyBuddy AI a more robust pool of movements to construct programs. The BodyBuddy program generation AI will also be enhanced to automatically adapt to target areas where the users need strengthening. Daily challenges and group challenges will also be implemented to keep users engaged on their lifelong fitness journey.

# Meet the Team



**Vinicius Souza**

**Lead Developer / Full Stack Developer**

 [/in/vinicius-abner/](https://www.linkedin.com/in/vinicius-abner/)

Vinicius has over 5 years of software development and around 3 years of web development experience. In this project, he's a full-stack developer and the development lead.



**Cocoy Sugitan**

**Full Stack Developer**

 [/in/cocoysg/](https://www.linkedin.com/in/cocoysg/)

Cocoy holds a degree in Fine Arts and has over 10 years of experience as a multidisciplinary designer, specialising in UX, UI, visual identity, and interaction design. He enrolled in the WMDD developer stream to enhance his design expertise with development skills. In this project, he will support the development team as a front-end developer.



**Terumasa Mori**

**Full Stack Developer**

 [/in/terumori/](https://www.linkedin.com/in/terumori/)

Terumasa has around 5 years of graphic design experience. Now he has been learning in the WMDD developer stream to build and grow development skills. In this project, he's in the development team as a member for the frontend development part.



**Yosuke Hanaoka**

**Project Manager / Full Stack Developer**

 [/in/yosuke-hanaoka/](https://www.linkedin.com/in/yosuke-hanaoka/)

Yosuke has about 20 years of experience as a Software Engineer and Project Manager in the IT industry since 2004, mainly engaged in the development of financial and electric power-related systems. In this project, he is responsible for backend development as well as ensuring the project is on track as PM.



### Calvin Tsai

**Lead Designer / UI/UX Designer**

[/in/tsai-calvin/](https://www.linkedin.com/in/tsai-calvin/)

Calvin is transitioning from Digital Marketing to UX Design, with a background in Psychology from UC Irvine. His responsibility as the design lead is to guide our team to create polished deliverables for our developers, establish powerful branding, and develop a comprehensive UI Kit.



### Jason Yang

**UI/UX Designer**

[/in/jasonyang21656/](https://www.linkedin.com/in/jasonyang21656/)

With over 5 years of experience as a UI/UX Designer in Taiwan, he remains passionate about the field, with a current focus on AI for UX design. In this project, he will support the design team by applying my experience and be responsible for partly UI/UX design work.



### Liezcel Sagayadoro

**UI/UX Designer**

[/in/liezcel-sagayadoro/](https://www.linkedin.com/in/liezcel-sagayadoro/)

Liezcel has a degree in Computer Engineering with 5 years of experience as a Data Processing Associate in the Philippines; now, she has decided to focus on the field of Design. In this project, she will support UI/UX Design and manage data to create features that accurately store and analyze information, ensuring a smooth user experience.



### Trang Nguyen Thuy

**Co-Project Manager / UI/UX Designer**

[/in/trang-tara/](https://www.linkedin.com/in/trang-tara/)

Trang has a marketing degree and five years of experience in brand marketing. Now, she is transitioning into product design, applying her skills to create user-centred solutions that align with business goals. In this project, together with other designers, she is responsible for design-related tasks from research to final design and testing.



### Viola Sun

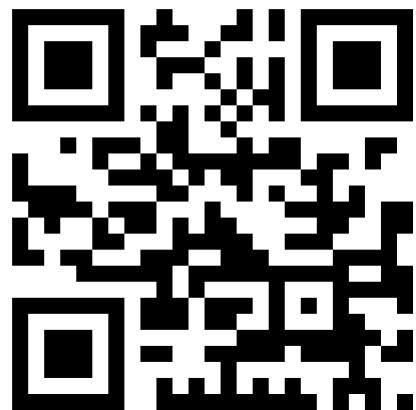
**UI/UX Designer**

[/in/viola-sun-catlady/](https://www.linkedin.com/in/viola-sun-catlady/)

Viola transitioned from translator to UX writer to UX designer, gaining a versatile skill set that helps her understand user needs and create intuitive, impactful designs. She's always been an advocate for end-users, championing their needs throughout her journey. She was responsible for all UI/UX related tasks, from early user research to the final deliverables.

# References

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[www.bodybuddy.me](http://www.bodybuddy.me)

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