

Fitcount

Spec Status: Draft / Peer Review / Mentor Review / Complete

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Last Updated:

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program

Yes

No

Summary

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

Fitcount is a fitness app to help individuals plan out their workouts and track their food intake with AI. Fitcount also helps record workout plans and is able to recommend workouts based on the user's end goal. It also educates users on information about nutrition and food tracking.

Problem Summary

Who is the customer and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

When working towards your goals in the gym, it can be difficult to figure out where you need to begin. More than often, it becomes overwhelming and time consuming to try to find information on what types of meals you should be consuming, nutrition information, workout plans, etc.

[Research](#) has shown that those who would like to start their fitness journey have many constraints. The main constraints were “lack of time, getting bored with exercise, lack of information on what to do in the gym” More than half of gym goers are confused about how to use gym machinery, while many other adults don’t have the basic knowledge to advance in their fitness journey. In my user research, this also seemed to be a common problem. A [July 2022 study](#) also shows that “exercise and a healthy diet can individually reduce your overall risk of mortality, but the largest risk reduction is doing them both.” It is important to both exercise and practice a healthy diet to maintain an overall healthy wellness.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

By creating an informative simple way for gym goers to plan and record workouts while also being able to be informed on nutrition, it will empower individuals to reach their fitness goals with less anxiety, resulting in increased gym attendance and increase in reaching their end goal. It starts with understanding what goals the user wants to set while also giving users detailed workout plans that help them reach that goal.

User Stories

As a user, I want to be able to plan and record my workouts in a simple way that allows me to mark complete as I finish each rep.

As a user, I want to be able to add my concerns about my fitness journey and receive helpful tips that will help complete my goal.

As a user, I want to be able to receive a detailed workout plan with videos and how to use machinery so that I feel more confident at the gym.

As a user, I would like to be able to add any existing health conditions and get a workout plan accordingly or few tips and advice as to what precautions I should take to avoid such ailments.

As a user, I would like to use the Fitcount AI option to create a personalized workout plan and diet plan.

Proposed Solution

What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

Problem Statement:

How can we make the process of recording workouts and diet more informative, organized, and efficient?

A possible solution will be making it easier for a user to record and plan their workouts in a simple way where users can also mark complete afterwards. The app will have a calendar option where users can click the date for their workout and input in their workout plan. They also can set reminders to remind them about upcoming workouts or hitting their “100th workout of the year” (Example). This would address the first pain point I saw in my user research where users would write out their workout plans in different places that weren’t functional. There is also a need for accurate information on nutrition and fitness. Therefore, each time a user puts in their goal they will be asked if they want information on nutrition or information on fitness (how to do workout, what workout is best for their goal, what medical professionals recommend). Another feature to FitCount is learning how to use equipment. Those who are new to the gym often are afraid to ask for help in the fear of looking new. In the Fitcount AI feature, you’re able to ask Fitcount to show you a quick video on how to use equipment and proper form to keep in mind.

The solution should enable users to be able to record and track their workout and food intake more efficiently while also receiving accurate information. This also allows users to receive detailed workouts based on their goals with videos. Users are also able to share their progress in socials, join community groups within the app, and export their data if needed.

Scenarios

What are your key scenarios (based on your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

User story #1: I want to be able to plan and record my workouts

- user can type in personal goals and receive a workout plan suggestion

- User can plan out their own workout and hit complete for each set
- User can do an interaction to celebrate their completed workout
- User can enter how they rate their workout and if they would like a workout suggestion

User story #2: I want to be able to have accurate information on nutrition to be able to plan and record my food intake.

- User can be able to view nutrition information and decide if they would like a personalized calorie intake and food suggestions for their workout goals
- User is able to share this information to their socials
- User is able to track their food and connect with MyFitnessApp

User story #3: I want to be able to keep record of my fitness journey and be celebrated when I hit goals

- User can see the number of workouts they've done so far
- User can see each goal they've celebrated
- User can be reminded when they're almost to their next goal

Measuring Success

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team

- tracking how many users are using Fitcount
- tracking to see if new gym goers are using the app
- Understanding what type of questions users are asking the AI for fitness and nutrition
- Understanding how they feel about workout suggestions and nutrition information
- Understanding what goals are being celebrated
- Collecting weekly/monthly check ins to determine how effective workouts are

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider a roll out plan?

- Week 1: Market Analysis and User Survey

- Week 2: Review analysis with development team and start on MVP determination
 - Prioritize list of features of feature
 - Manage roadmap and backlog
- Week 3: Synthesize research with design team and align on features
- Week 4: Begin testing design for user story 1 with low fidelity designs
- Week 5: Begin testing design for user story 2 with low fidelity design
- Week 6: User test live functional demo for user and address feedback from user 1
- Week 6: User Acceptance Testing, Pre-Post Usage Survey, Receive Feedback

Open Questions / Appendix

<https://ukdiss.com/examples/physical-exercise-gym-motivations.php>

<https://bjsm.bmj.com/content/56/20/1148>

<https://www.healthline.com/health-news/diet-and-exercise-alone-wont-help-you-live-longer-you-have-to-do-both#Exercise-and-diet,-together,-linked-to-lowest-mortality-risk>